

# **Getting started on Twitter**

A guide for setting up your Twitter  
account and jumping in

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Feel free to circulate

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# Things to have ready

- Email address or phone number to be associated with your account
- Strong password
- Choose your
  - Handle
  - Display Name
- Professional headshot photo
- Header photo
- Bio

# Handle & Display Name

Your **handle** is like a username, and is prefixed by @

- People tag you in posts using your handle, not your display name
- Even if your display name is professional and is easily searchable, if your handle is silly, like @TeenageNinjaTurtleFan, that is what will display most of the time on Twitter
- Your twitter profile will be  
[www.twitter.com/YourHandle](http://www.twitter.com/YourHandle)
- The best handle for professional twitter is your name
  - If your name is common and that handle is taken, you can modify it by adding your degree, "Prof" or "Professor" (if applicable), or your field

Examples:

Handle: @AlexChangMD

Display Name: Alex Chang, MD MS

Handle: @ProfMattFox

Display Name: Matthew Fox

Handle: @BillMiller\_Epi

Display Name: Bill Miller

- Come up with a few ideas for your handle.

# Profile Photo

## Profile photo

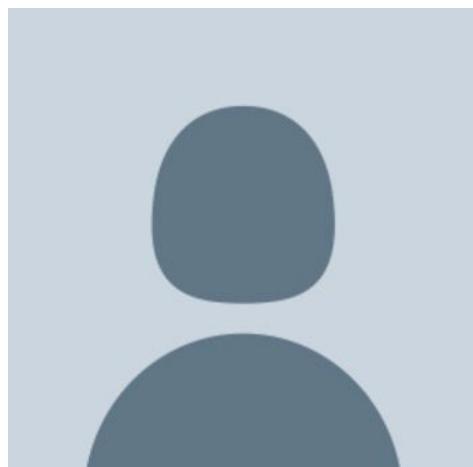
- Choose a professional headshot for your profile photo
  - It will be displayed at 400 x 400 and 200 x 200 in a circle
  - It should be recent and recognizable – it will be displayed along with your handle and display name on your profile page and next to your tweets

Choose a square image 400 x 400 pixels, maximum file size 2 MB  
Image types allowed – JPG, GIF, PNG

To see how large a photo file is, right click and select Properties

To reduce the file size, search online for “image reducer”.

If you don’t upload a photo, Twitter will use its default below. If someone is searching for you, having a recognizable photo is absolutely a must for them to trust that your profile is yours.



# Header Photo

## Header Photo

Like a cover photo on Facebook, the header photo is at the top of your profile page. You do not have to use one. If you don't upload a header photo, it will be a small area of blue. It's better to have this default than a bad header photo.

You can see on the next page the difference in header photo height when you have no header photo (default color) versus an uploaded photo.

If you want a custom header photo, be sure it is high resolution because it displays largely on your profile page. The dimensions should be 1,500 x 500. Programs like Canva.com can help you design a custom header photo with image and text of your choice or your institution may have some already available.

Your header photo can be whatever you would like it to be. Many people use landscape or skyline images, or custom text and image combinations.

Tweets 942 Following 216 Followers 5,197 Likes 600

Ken Rothman  
@ken\_rothman Follows you  
#Epidemiology and other matters.  
Boston, MA  
Joined January 2015

Tweets Tweets & replies Media

Pinned Tweet  
Ken Rothman @ken\_rothman - 18 Aug 2017  
Get EpiSheet, a free spreadsheet package that handles various epidemiologic analyses: krothman.org/episheet.xls

6 95 226

Who to follow · Refresh · View all

Enrique Schisterman @es...  
Follow

Sander Greenland @lest...  
Follow

6

# Example Header Photos

- Here is the standard default that displays if you do not upload your own header photo. These screenshots are taken of the full browser screen on a standard laptop. You can see that the height of the head image is much less in the default than in the screenshot below, where the user uploaded an image of the Boston skyline

A screenshot of a Twitter profile page for Alex Chang, MD, MS (@alexchangmd). The header is a solid blue color. The profile picture is a circular portrait of a man in a white shirt and tie. Below the header, the bio reads: "kidney doctor, father, clinician-scientist interested in diet, obesity and disease prevention @geisinger @gesingerRsrch tweets=personal views". The stats show 535 tweets, 335 following, 342 followers, and 1,553 likes. The "Following" button is blue. The timeline shows a pinned tweet from April 5, 2018, about obesity risk. To the right, there's a "Who to follow" sidebar with profiles for Rakesh Malhotra, Steven Coca, and Sehrish Ali, and a "Trends for you" section.

A screenshot of a Twitter profile page for Matthew Fox (@ProfMattFox). The header is a large, horizontal image of a sunset over a city skyline. The profile picture is a circular portrait of a man with glasses. Below the header, the bio reads: "Professor of Epidemiology and Global Health Caring about kindness in academia @busph podcast host pophealthex.org/ia". The stats show 2,102 tweets, 1,037 following, 2,592 followers, 8,664 likes, and 2 lists. The "Following" button is blue. The timeline shows a pinned tweet from September 12, 2017, about a podcast. To the right, there's a "Who to follow" sidebar with profiles for Sander Greenland and Daniel Goldberg, and a "Trends for you" section.

# Example Header Photos

- David Goff's NHLBI director profile has a custom made cardiovascular header that features the name of NHLBI – you can see that it's important when combining images and texts that they are visible and not behind the profile photo that overlaps the header photo

The screenshot shows a Twitter profile for David Goff, MD, PhD (@NHLBI\_HeartDir). The header image is a vibrant, abstract graphic of a heart composed of geometric shapes in shades of pink, red, and purple against a blue background. Overlaid on the header is the text "CARDIOVASCULAR HEALTH PROMOTION, AND PREVENTION, TREATMENT, AND CURE OF CARDIOVASCULAR DISEASE". In the top right corner of the header, the NIH logo and text "National Heart, Lung, and Blood Institute" are displayed. Below the header, there is a circular profile picture of David Goff, a man with glasses and a suit. The main content area shows his bio: "Official Twitter account of the Director, NHLBI's Division of Cardiovascular Sciences. Privacy policy: go.usa.gov/Q3m". It also shows his location as Bethesda, MD. Below his bio are his stats: Tweets 726, Following 20, Followers 598, Likes 92. A "Following" button is present. The timeline section shows a single tweet from "The Heart Truth" (@TheHeartTruth) about a cooking competition. The "Who to follow" section lists "W. Keith Hoots, M.D." and "James Kiley, PhD".

- The CDC page features a collage of various images deemed to represent what the organization is about. Many other profiles such as graduate schools or universities also use a collage approach.

The screenshot shows a Twitter profile for the CDC (@CDCgov). The header is a collage of nine images representing different health and safety topics: laboratory work, people in winter gear, a family, power tools, a snowy landscape, a close-up of red berries, snow-covered trees, scientists in lab coats, and a still life of citrus fruit and spices. Below the header, the CDC logo is prominently displayed. The main content area shows the bio: "CDC's official Twitter source for daily credible health & safety updates from Centers for Disease Control & Prevention. Privacy policy: bit.ly/2MnQ6Hp". It also shows stats: Tweets 23.4K, Following 269, Followers 1.14M, Likes 508, Lists 1. A "Following" button is present. The timeline section shows a pinned tweet from the CDC (@CDCgov) about tobacco use among middle and high school students. The "Who to follow" section lists "U.S. Dept of Defense" and "CDC Flu".

# Example Header Photos

- These header photos are custom made and related to activities of the person. Kieran Healy recently released his new book on data visualization, and his cover photo includes the cover of the book as well as the URL for the free online version



- Miguel Hernan is known for causal inference methods and DAGs – his cover photo relates to this. He's also used the color of his photo as the theme for the rest of his page, with buttons and hyperlinks in green rather than the standard blue.



# Finding Header Photos

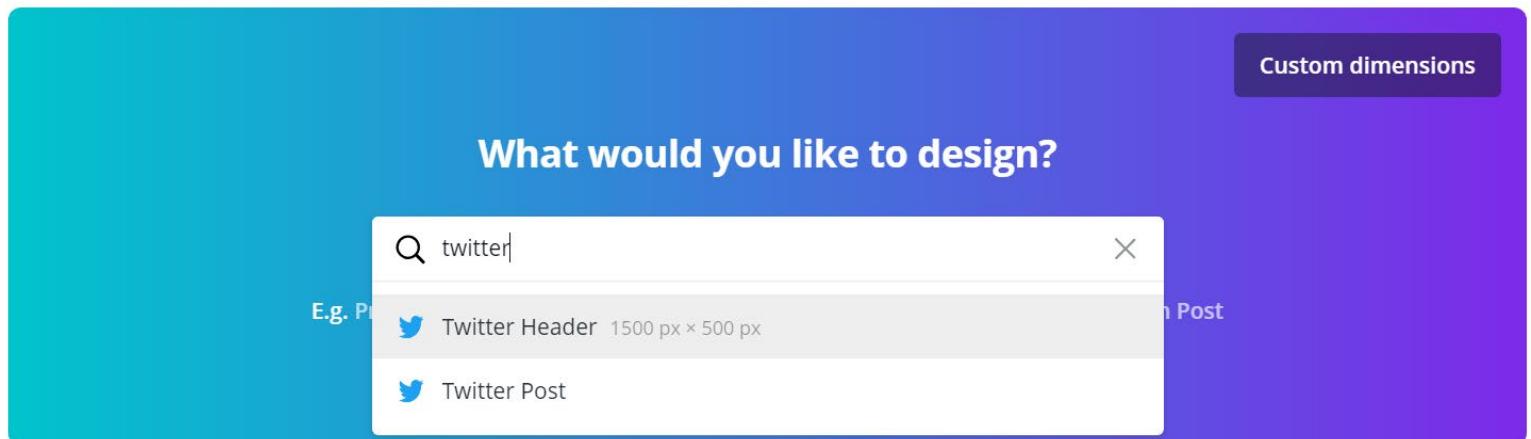
- You can use online resources like [www.rawpixel.com](http://www.rawpixel.com) and [www.unsplash.com](http://www.unsplash.com) to find high quality free images for your header photo. I encourage you to look at both sites to get a feel for the different photos they have.
  - Rawpixel has a variety of options and has more healthcare and illustration photos. Be sure to select "FREE" when searching.
  - Unsplash is a curated forum where photographers submit their work under Creative Commons license
- Your institution may have header photos available to use. They are typically high quality photos that are cropped to the correct proportions. If you search "identity" and your institution's name, you should find the identity page that has colors, logos, and photos. Look for a page on social media or downloadable resources.
- For example, UNC has LinkedIn banner pictures that *could* work as Twitter header photos. [identity.unc.edu/downloadable-resources/](http://identity.unc.edu/downloadable-resources/)

LinkedIn Banner Pictures



# Making Header Photos

- You can create your own header photo by adding text over an image you find, or by using abstract backgrounds available in design software. If you're not familiar with graphic design, [www.Canva.com](http://www.Canva.com) is a good place to start.
- You can search for Twitter Header, and see that the size is exactly what Twitter requires

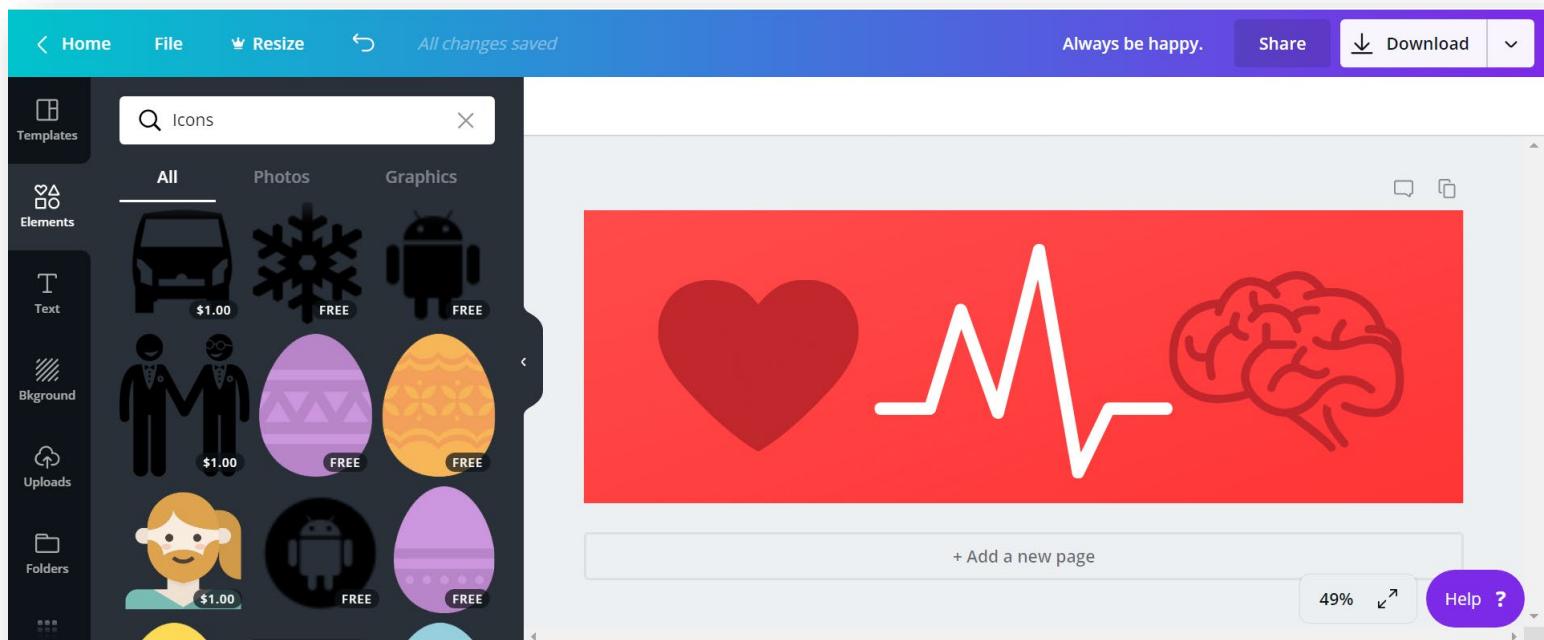


You can browse through their templates to find inspiration or at least a starting point. They are pre-made designs, many of which are FREE (see bottom right corner). You can try searching for "school" or "event" if you want a specific type of header photo.

A screenshot of the Canva workspace. At the top, there's a toolbar with icons for Home, File, Resize, Undo, and a message saying "All changes saved". On the right, there are buttons for Share, Download, and a dropdown menu. The left sidebar has sections for Templates, Elements, Text, Background, Uploads, and Folders. In the center, a template for a "Quote Twitter Header" is selected. It features a dark background with palm trees and the text "LEAVE YOUR WORRIES" and "FREE". To the right, a larger canvas shows a green and brown design with a quote: "designers don't actually solve problems. they work through them." and a "GET IN TOUCH" button. At the bottom, there's a note "+ Add a new page" and a zoom level indicator of 49%.

# Making Header Photos

- You can also start from scratch. Here I went to BACKGROUNDS and scrolled down to a red gradient. Then I went to ELEMENTS and ICONS and scrolled until I found some health-related free icons. I changed the colors to a darker red and white, and then arranged how I like.
- If I felt like I was done, I can click where it says "Always be happy" to rename my file, and then Download -> PNG -> Download.



# Bio

- Your bio is a way to identify yourself to those visiting your page
- You may include your field, your position, a link, and/or something personal. It's not uncommon to see something like "Doctor. Dad. Husband. Golfer. @InstitutionName"
- You can include your location and a link to a webpage separately from the bio text. You can also include shortened URLs like bit.ly in your actual bio.



**Miguel Hernán**

@\_MiguelHernan

Health researcher, Harvard professor. Striving to make [#causalinference](#) less casual. Using [#datascience](#) to learn what works. Free course [bit.ly/2uQsss0](https://bit.ly/2uQsss0)

📍 Boston

🔗 [hspf.harvard.edu/miguel-hernan/](https://hspf.harvard.edu/miguel-hernan/)

📅 Joined August 2015



**Bill Miller**

@BillMiller\_Epi Follows you

ID epidemiologist, esp. STD & HIV. Glad to be Editor-in-Chief, [@STD\\_Journal](#), AE for [@EpidemiologyLWW](#), & Chair of Epidemiology, [@OSUPublicHealth](#)

📍 Columbus, OH

📅 Joined February 2018



**Timothy L. Lash**

@TimothyLash

Professor, RSPH, Emory University. Editor-in-Chief, Epidemiology. Bass guitar, Toasted Oak.

📍 Atlanta, Georgia

🔗 [cfusion.sph.emory.edu/Faculty/Profile...](https://cfusion.sph.emory.edu/Faculty/Profile...)

📅 Joined October 2014

Miguel Hernan's profile will show up under search results for #CausalInference and #DataScience

He includes his faculty profile in the link, but also a shortened link to his free course in his bio

Bill Miller modified his handle to include \_Epi, and his bio associates him both with his journals and his institution

Tim Lash's profile references his institutions and journal but doesn't include them as handles or hashtags, he also includes some interesting facts and his faculty profile link below

# Finding handles

- Handle of institutions or journals you're associated with
  - Search institution or journal name + twitter on a search engine to easily find their page. Copy down the handle name.
  - For example when I search "Harvard sph twitter" I immediately find the twitter handle - @HarvardChanSPH

A screenshot of a search engine results page. The search bar at the top contains the query "harvard sph twitter". Below the search bar are navigation links for "All", "News", "Images", "Videos", "Maps", "More", "Settings", and "Tools". The "All" link is underlined. A message below the links says "About 255,000 results (0.51 seconds)". The first result is a link to "HarvardPublicHealth (@HarvardChanSPH) · Twitter" with the URL <https://twitter.com/HarvardChanSPH> and a small Twitter icon.

- When I search "epidemiology journal twitter" I find 2 of the several epidemiology journals

A screenshot of a search engine results page. The search bar at the top contains the query "epidemiology journal twitter". Below the search bar are navigation links for "All", "News", "Images", "Videos", "Shopping", "More", "Settings", and "Tools". The "All" link is underlined. A message below the links says "About 88,900,000 results (0.47 seconds)". The first result is a link to "Epidemiology (@EpidemiologyLWW) · Twitter" with the URL <https://twitter.com/EpidemiologyLWW> and a small Twitter icon. Below the link is a snippet of a tweet from the account: "#ChildHealth Section: Is the Association Between Pregnancy Weight Gain and Fetal Size Causal? A Re-examination Using a Sibling Comparison Design Jennifer Hutcheon @ubcOBGYN @UBC, @lisabodnar @PittPubHealth, and Kari Johansson @karolinskainst #openaccess bit.ly/2SRkqPr". The tweet was posted "1 hour ago · Twitter". The second result is a link to "Journal of Clinical Epidemiology (@JClinEpi) | Twitter" with the URL <https://twitter.com/jclinepi?lang=en> and a small Twitter icon. Below the link is a snippet of a tweet from the account: "Journal of Clinical Epidemiology publishes articles on innovative methods for conducting, synthesizing, disseminating, and translating health care research. ... Journal of Clinical Epidemiology @JClinEpi Feb 14. ... This systematic review shows no performance benefit of machine learning ...".

# Finding handles

- Another way to find out if an institution or journal is on Twitter is by going to their page, and looking at the very top or very bottom of the page for social media icons.
  - If you see the twitter bird icon, you can click it to go to their page, and then find their handle in the URL or under their display name.

I searched for the UNC SPH page, and scrolled to the bottom footer. I clicked on the twitter icon, which took me right to the @uncpublichealth profile.

The screenshot shows the official website of the UNC Gillings School of Global Public Health. At the top, there's a dark header with the UNC logo and "GILLINGS SCHOOL OF GLOBAL PUBLIC HEALTH". Below the header, a navigation bar includes links for Degrees, Students, Departments, Discover Gillings, Give, a search icon, and a "NAVIGATE" button. A "ACCESSIBILITY" link is also present. The main content area features three event cards: "REI Racial Equity Presentation" (February 21 @ 9:00 am - 12:00 pm), "Novant Lecture" (February 21 @ 12:30 pm - 1:45 pm), and "40th Annual Minority Health Conference" (February 22). Below these cards is a "View All Events" link. Further down, there's a "Where would you like to go next?" section with links for "SEARCH THE SITE" and a magnifying glass icon, along with links for Degrees, Innovation, and Culture of Health. At the bottom, a black footer bar contains social media icons for Twitter, Instagram, Facebook, YouTube, LinkedIn, and a "Following" button. The footer also displays the school's address: 170 ROSENAU HALL, CB #7400 | 135 DAUER DRIVE | CHAPEL HILL, NC 27599-7400. The bottom-most part of the screenshot shows a large group photo of diverse individuals, likely students, smiling. Below the photo, a Twitter card for the "UNC Public Health" account (@UNCpublichealth) is shown, featuring a bio about the Gillings School of Global Public Health, a profile picture, and engagement statistics: Tweets 7,697, Following 430, Followers 13.8K, Likes 4,954. The "Following" button is highlighted in blue. The footer also includes sections for "Who to follow" and "MichiganPublicHealth" and "UNC Health Behavior" accounts.

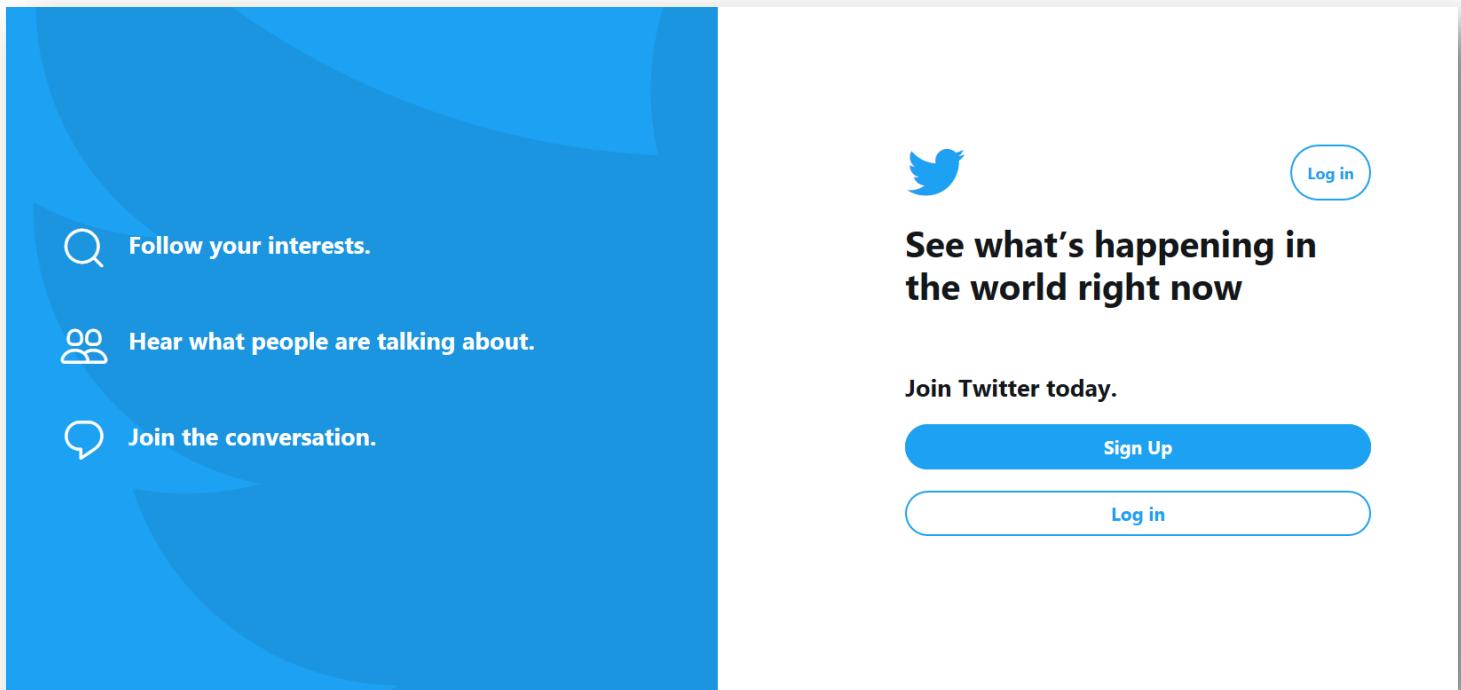
# Create an account

Go to [www.twitter.com](http://www.twitter.com)

Select "Sign Up"

You'll link your account to a phone number or email address, and then Twitter will walk you through entering in your handle, filling out your profile, and other modifications.

Most everything is modifiable later on, but if you have everything ready as recommended in this document, you won't find yourself needing to change your handle later. You do NOT want to have to change your handle because as I mentioned before, it's how you're referenced on Twitter so all references to your old handle will link to a null page. It won't change your followers or profile, but someone else will be able to use the username and if people use your old handle it won't link to your new profile.



# Editing Your Profile

- Once you have your account created, you can modify any of the information you already entered, or enter it into your profile for the first time.
- To visit your own profile on the desktop view, click your photo in the top menu header, and click PROFILE.

The screenshot shows the Twitter desktop interface. At the top, there are navigation links: Home, Moments, Notifications, Messages, and a search bar. On the right, there's a blue 'Tweet' button. The main area features a profile card for 'Bailey DeBarmore' (@BaileyDeBarmore) with a photo, a bio 'THE BEST CAN ALWAYS BE BETTER', and stats: 714 Tweets, 1,719 Following, and 1,026 Followers. Below the profile card is a 'Trends for you' section. To the right, a sidebar shows Bailey's activity: a tweet from 'Joe Luchsinger' (@JoeLuchsinger) about a lab meeting, followed by two images of pastries. The sidebar also lists 'Profile' (which is highlighted with a yellow circle and a cursor), 'Lists', 'Moments', 'Promote Mode', 'Twitter Ads', and 'Analytics'. A 'View all' link is at the top of the sidebar.

- Once you're on your profile page, click "Edit profile".

This screenshot shows the same Twitter desktop interface as above, but with a focus on the 'Edit profile' button. The 'Edit profile' button in the top right corner of the sidebar is highlighted with a yellow circle and a cursor. The rest of the interface is identical to the previous screenshot, including the profile card, trends, and sidebar options.

# Mobile View

- To edit your profile in mobile view, click your name at the top menu, and then select PROFILE. Once on your profile page, select Edit Profile.

Bailey DeBarmore's Twitter profile page. The sidebar shows account info: 1,719 Following, 1,026 Followers, with a prominent yellow hand cursor icon over the 'Profile' link. Other options include Lists, Bookmarks, Moments, Promote Mode, Twitter Ads, Analytics, Settings and privacy, and Help Center. The main feed shows tweets from Bharath Ramsundar (@rbhar90) and Perfect Origins (@perfectorigins), along with a 'Who to follow' section featuring Amazon Prime Video (@PrimeVideo) and SciParty.

Bailey DeBarmore's Twitter profile page. The sidebar shows account info: 1,719 Following, 1,026 Followers, with a prominent yellow hand cursor icon over the 'Edit profile' button. Other options include Who to follow, Trends for you, and Promote Mode. The main feed shows a profile picture of Bailey DeBarmore, a tweet from @perfectorigins with a 'no way jose!' image, and a tweet from JAMA Student Editorial Board. The 'Who to follow' section features Amazon Prime Video (@PrimeVideo) and SciParty.

# Editing Your Profile

- Now you can click on your profile photo or your header photo to change the pictures.
- You can edit your display name, the text in your bio, your location, and your web page.
- You can also change your theme color this way.
- Remember to save changes when you're done.

The screenshot shows a Twitter profile editing interface. At the top, there's a navigation bar with Home, Moments, Notifications, Messages, and a search bar. Below the navigation is a large profile picture placeholder with a camera icon and the text "Change your profile photo". To the right of the placeholder is a header photo placeholder with a camera icon and the text "Change your header photo". The main profile area shows the user's name, Bailey DeBarmore, and bio: "#EpiWritingChallenge CVD Epidemiology PhD student #AHAEarlyCareerBlogger opinions my own; RT ≠ endorsements". It also shows location (Chapel Hill, NC), a link (bit.ly/epiwritingchallenge), and a theme color section. Below this is a birthday input field. On the right, there are sections for "Tweets", "Tweets & replies", and "Media". A tweet by Reese Sy is visible. Another section titled "Who to follow" lists users like Daniel Goldberg and Anberitha Matthews. A "Your Tweet activity" chart shows impressions over the last 24 hours. At the bottom right, a yellow button with a hand cursor icon is labeled "Save changes".

# Mobile View

- You can make the same changes as in desktop view in the pop-out window. Just scroll to the section you want to edit, or tap on the picture to upload something different. Click SAVE in the top corner at the end when you're finished.



# Followers and Following

- If you want to see who you are following, click “FOLLOWING” on the profile menu bar on your profile. If you find someone with similar interests to you, you can go to their Following page to find people to follow. You can see that their photo, header photo, handle, name, and bio are all displayed.

A screenshot of a Twitter profile for Bailey DeBarmore (@BaileyDeBarmore). The top navigation bar shows Home, Moments, Notifications (with 9 notifications), Messages, a blue Twitter logo, a search bar with "Search Twitter", and a "Tweet" button. Below the navigation is a large circular profile picture of Bailey. To the right of the profile picture are summary statistics: Tweets 714, Following 1,718, Followers 1,026, Likes 847, Lists 3, and Moments 0. A yellow circle with a white hand cursor is placed over the "Following" link. Below these stats is a section titled "Who I'm Following". It displays three profiles: David Goff, MD, PhD; Kathy Lancaster, PhD, MPH; and Soph Arthur. Each profile includes a small circular photo, the person's name, their Twitter handle, a "Following" button (which is blue for Kathy and Soph), and a brief bio. At the bottom of the profile page, there are sections for "Recent Retweets" and "Recent Likes".

- To see who follows you, click “FOLLOWERS” on the same profile menu bar..

A screenshot of the same Twitter profile for Bailey DeBarmore (@BaileyDeBarmore) as the previous image, but with a yellow circle and hand cursor placed over the "Followers" link in the top stats row. The rest of the interface is identical to the first screenshot, showing the "Who I'm Following" section with three profiles and the "Recent Retweets" and "Recent Likes" sections at the bottom.

# Lists

- Lists are a unique part of Twitter. They are a ‘curated group of accounts’ that you can subscribe to, join, or make on your own.
- When you subscribe (follow) a list, you’re not following every account of every member on the list, just the activity of those on the list.
- One of the most useful ways to use lists on Twitter is to find people to follow, and to make yourself findable by others.

The image shows a composite view of a Twitter profile and a computer screen. On the left, a circular profile picture of a woman with blonde hair is displayed, next to her name 'Bailey DeBarmore' and handle '@BaileyDeBarmore'. Below the profile are some bio details: '#EpiWritingChallenge CVD Epidemiology PhD student #AHAEarlyCareerBlogger opinions my own; RT ≠ endorsements'. To the right of the profile are summary statistics: Tweets 714, Following 1,718, Followers 1,026, Likes 847, Lists 3 (with a yellow circle and hand cursor icon pointing to it), and Moments 0. An 'Edit profile' button is also visible. The main area shows 'Subscribed to' and 'Member of' sections with links to '#EpiWritingChallenge', 'Top Job Search Tips 2018', and 'Grad Student Resources'. On the right, there's a 'Create a list' section with a description and a 'Create new list' button, followed by a 'Your Tweet activity' section with a bar chart showing impressions over 24 hours and a 'View your top Tweets' link. Above the profile picture, a computer monitor displays the words 'BE BETTER' in a stylized, hand-drawn font.

- When I clicked “Lists”, I’m first taken to the lists that I’m subscribed to.

# Lists

- When I toggle to “Member of”, I can see the lists that I’m a member of. Some people have added me to lists, I’ve added myself to others. Let’s take a look at #EpiTwitter.

Tweets 714   Following 1,718   Followers 1,026   Likes 847   Lists 3   Moments 0   Edit profile

**Subscribed to**

- Epidemiology by Jason Gantenberg
- #EpiTwitter by Arrianna M. Planey
- Epi/Public Health by Alicia Neviana
- Epidemiologists by Epi Job Openings
- Academics by MD Thompson, PhD
- Epi by PleegMan
- NeuroCardiology by NeuroCardiology

**Member of**

- Epidemiology by Jason Gantenberg
- #EpiTwitter by Arrianna M. Planey
- Epi/Public Health by Alicia Neviana
- Epidemiologists by Epi Job Openings
- Academics by MD Thompson, PhD
- Epi by PleegMan
- NeuroCardiology by NeuroCardiology

**Create a list**

A list is a curated group of Twitter users and a great way to organize your interests. [Learn more](#)

[Create new list](#)

**Your Tweet activity**

Your Tweets earned **7,723 impressions** over the last **24 hours**

[View your top Tweets](#)

**Who to follow** · Refresh · View all

- Anberitha Matthews @An... [Follow](#)
- Daniel Goldberg @prof\_g... [Follow](#)

Followed by Ellie Murray and others

# Using Lists to Find People to Follow

- Here is the page for the #EpiTwitter List. You can see information about the list in the top left corner and recently added members in the top right corner. The feed in the center is activity by profiles that are on the list.
- To see the members list, click “List members” under “Tweets”.

The screenshot shows a Twitter interface for the #EpiTwitter list. At the top, there are navigation links for Home, Moments, Notifications (with 9 notifications), Messages, and a search bar. On the far right is a 'Tweet' button. The main content area has three main sections: a sidebar on the left, the main tweet feed in the center, and a sidebar on the right.

**Left Sidebar:**

- #EpiTwitter**  
A public list by [Arrianna M. Planey](#)
- Epidemiologists
- Members: 217 Subscribers: 15
- [Subscribe](#)
- Tweets**
- [List members](#) (highlighted with a yellow circle and a hand cursor icon)
- [List subscribers](#)
- More lists by @Arrianna\_Planey**
  - [View all](#)
  - Harm Reduction
  - Clinicians
  - #EpiTwitter
  - Med Geog + Anthro
  - Law\_Tech\_and\_Society
  - Art!
  - Rstats
  - Patient Advocates
  - Bioethics+STS
  - Elected Officials
  - Geographers
  - Disability
  - Health Services Research
  - Epi/Genomic
  - Health Care News
  - Health Policy
  - RWJF HPRN

**Center Feed:**

### Tweets

**Allen Y. Tien MD MHS Retweeted**

**Paul Dawson on Climate Change** @PaulEDawson · 11m  
Burning coal, oil and natural gas is particularly bad for public health. This combustion generates a lot of air pollution, contributing to 7 million premature deaths worldwide every year.

#ActOnClimate #ClimateChange #KeepItInTheGround



Fossil Fuels Are Bad for Your Health and Harmful in Many Ways Besi...  
By Noel Healy, Salem State University; Jennie C. Stephens, Northeastern University; and Stephanie Malin, Colorado State University Many desmogblog.com

**Allen Y. Tien MD MHS Retweeted**

**Ginger Lerner-Wren** @JudgeWren · 51m  
Opioid crisis: Experts Concerned about long-term Impact of Childhood Trauma.  
@OHCircuitRider @RobinCogan @AmerAcadPed @kyblueblood  
@shawnsidhumd @epflcswccm @DrBurkeHarris @PsyVIDAS201718



**Right Sidebar:**

### Recently added members

[View all](#)

- Jen Liang @Epi\_Jen  
[Follow](#)
- Alexandra White @alexan...  
[Following](#)
- Marie-Pierre Sylvestre @...  
[Follow](#)
- Katie Labgold @KatieLabg...  
[Following](#)

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# Using Lists to Find People to Follow

- You can easily see who you are already following and who you are not. To follow someone, simply click FOLLOW.
- PS. Did you notice that the theme in these screenshots changed to purple? That's because the creator of the list has a purple theme on her profile page. You can change your profile theme color by going to EDIT PROFILE and THEME COLOR underneath your bio.

The screenshot shows a Twitter list page for the public list '#EpiTwitter' created by Arrianna M. Planey. The list is titled 'Epidemiologists'. It displays 217 members and 15 subscribers. The interface includes a sidebar with links to 'Subscribe', 'Tweets', 'List members', and 'List subscribers'. Below the sidebar, there's a section for 'More lists by @Arrianna\_Planey' with categories like 'Harm Reduction', 'Clinicians', and 'Med Geog + Anthro'. The main content area shows a grid of 'List members' with their profiles, names, and descriptions. Each profile includes a 'Follow' button. Some buttons are yellow ('Follow') and some are purple ('Following'). To the right, there's a sidebar for 'Recently added members' showing profiles for Jen Liang, Alexandra White, Marie-Pierre Sylvestre, and Katie Labgold, each with a 'Follow' or 'Following' button. The footer contains a search bar, a tweet button, and a link to 'View all' recently added members. The bottom right corner features a copyright notice for 2019 Twitter and links to various Twitter terms and policies.

#EpiTwitter  
A public list by Arrianna M. Planey

Epidemiologists

Members 217 Subscribers 15

Subscribe

Tweets >

List members >

List subscribers >

More lists by @Arrianna\_Planey

[View all](#)

Harm Reduction  
Clinicians  
#EpiTwitter  
Med Geog + Anthro  
Law\_Tech\_and\_Society  
Art!  
Rstats  
Patient Advocates  
Bioethics+STS  
Elected Officials  
Geographers  
Disability  
Health Services Research  
Epi/Genomic  
Health Care News  
Health Policy  
RWJF HPRS

**List members**

Jen Liang @Epi\_Jen  
Public health epidemiologist | Topics of interest: Enteric diseases 😷, opioids 💊 and everything in between 🌎

Alexandra White @alexandrajwhite  
Epidemiologist @NIEHS #environment #cancer. @UNCpublichealth alum | Views are my own.

Marie-Pierre Sylvestre @MP\_Sylvestre

Katie Labgold @KatieLabgold  
Epi PhD student, Emory University | UVa grad | Interested in MCH, reproductive, social, and spatial epidemiology | RJ ally | proud ATL resident | #epitwitter

Ashly Westrick @ashly\_cathleen  
Epidemiology PhD Candidate 😷 at the @univmiami. #UMN and #UAB alum. Health outcomes, disparities/inequalities, cancer, and methods... among other things.

ResearchEpi @ResearchEpi  
Covering the latest news in Public health, occupational health, infectious disease, epidemiology, and biostatistics from around the world. Views are my own!

Leslie Salas-Hernández, MPH @LeslieSalasHer1  
Doctoral Student @EmoryRollins | Scholar @HPRScholars | @CityofInglewood native | Focus: mass incarceration & mental health | Views are my own.

Sara Conroy @EpiSconroy

**Recently added members** [View all](#)

Jen Liang @Epi\_Jen

Alexandra White @alexandrajwhite

Marie-Pierre Sylvestre @MP\_Sylvestre

Katie Labgold @KatieLabgold

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# Likes

- If you're looking for a post you recently liked, You can click "Likes" to see them.
- It can be difficult to find that one tweet that you saw last week so if you know you'll want to reference a tweet later, switch to mobile mode (add m. before twitter.com -> m.twitter.com) and reload the page, then select the save button and save to bookmarks. You can also copy the link to the tweet and keep it somewhere easy like a desktop Post-it, OneNote, or Evernote with a little blurb – "great thread about p-values".

**BE BETTER**

**Bailey DeBarmore**  
@BaileyDeBarmore  
#EpiWritingChallenge CVD Epidemiology  
PhD student #AHAEarlyCareerBlogger  
opinions my own; RT≠endorsements

Tweets 714 Following 1,718 Followers 1,026 Likes 847 Lists 3 Moments 0 Edit profile

**Likes**

Chelsea Richard, MSPH, PhD ( @chelsealrichard · 1h)  
Replying to @BaileyDeBarmore  
Comparison is the thief of joy.

>Your Tweet activity  
Your Tweets earned 7,720 impressions over the last 24 hours

**Liked**  
by Brian G Barkley and 2 others

Nima Hejazi @nshejazi · 42m  
Replies to @edwardhkennedy @BaileyDeBarmore and 2 others  
Just want to note, for the stochastic intervention effects introduced by @ildiazm, we have software for (targeted) double robust estimators available in [github.com/tlverse/tmle3s...](https://github.com/tlverse/tmle3s...) and [github.com/nhejazi/txshift](https://github.com/nhejazi/txshift)

tlverse/tmle3shift  
game\_die: Targeted Learning and Variable Importance for the Causal Effects of Stochastic ...  
github.com

1 4

**Liked**  
by Brian G Barkley and 2 others

Nima Hejazi @nshejazi · 43m  
Replies to @edwardhkennedy @BaileyDeBarmore and 2 others  
Just want to note, for the stochastic intervention effects introduced by @ildiazm, we have software for (targeted) double robust estimators available in [github.com/tlverse/tmle3shift](https://github.com/tlverse/tmle3shift) and [github.com/nhejazi/txshift](https://github.com/nhejazi/txshift)

tlverse/tmle3shift  
game\_die: Targeted Learning and Variable Importance for the Causal Effects of Stochastic ...  
github.com

1

Send as Direct Message

Brian G Barkley @BarkleyBG  
Marketing Data Science Machine Learning

Add Tweet to Bookmarks

Iván Díaz @ildiazm

Follow

26 Follow

# Settings and Privacy

Bailey DeBarmore  
@BaileyDeBarmore

#EpiWritingChallenge CVD Epidemiology  
PhD student #AHAEarlyCareerBlogger  
opinions my own: RT ≠ endorsements

📍 Chapel Hill, NC  
🔗 bit.ly/epiwritingchal...  
📅 Joined October 2011

🖼 95 Photos and videos

Tweets    Tweets & replies    Media

You Retweeted  
Reese Sy @ReeseKarlaSy · 15h  
Question to #epitwitter! Trying to move away from using pvalues in an exploratory analysis of 20+ variables - can I still use the language "significantly associated" for vars with 95% CIs that don't include the null? Should I focus on reporting these vars?

6 5 10

Show this thread

Bailey DeBarmore @BaileyDeBarmore · 12h  
Things you wish you'd known when starting grad school:  
(comment)

#epitwitter #statstwitter #scientwitter #scicomm #academictwitter #phdchat  
#erchat #gradschool #phdlife #academic

18 6 8

Bailey DeBarmore @BaileyDeBarmore · 17h  
Anyone have resources for generating IPW with a continuous exposure?

Profile    Lists    Moments    Promote Mode    Twitter Ads    Analytics

Settings and privacy    Help Center    Keyboard shortcuts    Log out @BaileyDeBarmore    Night mode

Impressions 10AM

Who to follow · Refresh · View all

Followed by Ellie Murray and others  
Daniel Goldberg @prof\_g... Follow

Anberitha Matthews @An... Follow

ESCAIDE @ESCAIDE Follow

Home    #    Notifications 8    Messages

Search Twitter

Liked  
by Brian G Barkley and 2 others

Nima Hejazi @nshejazi · 1h  
Replying to @edwardhkennedy @BaileyDeBarmore and 2 others  
Just want to note, for the stochastic intervention effects introduced by @ildiazm, we have software for (targeted) double robust estimators available in [github.com/tlverse/tmle3s...](#) and [github.com/nhejazi/txshift](#)

tverse/tmle3shift  
tlverse/tmle3shift  
game\_dte: Targeted Learning and Variable Importance for the Causal Effects of Stochastic ...  
github.com

1 4

Brian G Barkley  
@BarkleyBG  
Marketing Data Scientist, Kohl's. PhD, UNC Biostatistics. Causal Inference, Machine Learning. Interest in policy-behavior effects. #Rstats.

Iván Diaz  
@ildiazm  
Statistician. Asst Prof Weill Cornell Medicine.

Kazuki Yoshida

Bailey DeBarmore  
@BaileyDeBarmore

1,719 Following 1,027 Followers

Profile    Lists    Bookmarks    Moments    Promote Mode    Twitter Ads    Analytics

Settings and privacy    Help Center

# Settings and Privacy

- This screenshot is in the Privacy and Safety tab.
- **Tweet Privacy:** selecting this option makes your profile PRIVATE. People have to request to follow you in order to view your tweets, and you have to manually review each request. If you are using Twitter professionally, do not choose this option.

The screenshot shows the Twitter settings interface for a user named Bailey DeBarmore. The left sidebar lists various settings categories: Account, Privacy and safety (which is selected and highlighted in yellow), Password, Mobile, Email notifications, Notifications (highlighted in yellow), Web notifications, Find friends, Muted accounts, Muted words (highlighted in yellow), Blocked accounts, Apps and devices, Widgets, Your Twitter data, and Accessibility. The main content area is titled 'Privacy' and contains several sections with checkboxes and descriptive text. The 'Tweet privacy' section has a checked checkbox for 'Protect your Tweets'. The 'Tweet location' section has a checked checkbox for 'Tweet with a location' and a blue button labeled 'Delete location information'. The 'Photo tagging' section has three radio button options: 'Allow anyone to tag you in photos' (selected), 'Only allow people you follow to tag you in photos', and 'Do not allow anyone to tag you in photos'. The 'Discoverability' section has a checked checkbox for 'Let others find you by your email address' and an unchecked checkbox for 'Let others find you by your phone number'. It also includes a note about adding a phone number and a link to learn more about data usage. The 'Address book' section has a blue button labeled 'Manage your contacts' and a note about uploaded contacts. The 'Personalization and Data' section has a blue button labeled 'Allow some Edit' and a note about how Twitter personalizes content. The 'Direct Messages' section has a checked checkbox for 'Receive Direct Messages from anyone' and an unchecked checkbox for 'Send/Receive read receipts'. A note at the bottom states that when someone sends a message, people in the conversation will know.

**Privacy**

**Tweet privacy**  Protect your Tweets  
If selected, only those you approve will receive your Tweets. Your future Tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places. [Learn more](#).

**Tweet location**  Tweet with a location  
If selected, you can add a location to your Tweets, such as your city or precise location, from the web and via third-party applications. This setting does not affect Twitter for iOS or Android. [Learn more](#)

[Delete location information](#)

Location labels you've added to your Tweets will no longer be visible on Twitter.com, Twitter for iOS, and Twitter for Android. These updates may take some time to go into effect.

**Photo tagging**  Allow anyone to tag you in photos  
 Only allow people you follow to tag you in photos  
 Do not allow anyone to tag you in photos

**Discoverability**  Let others find you by your email address  
 Let others find you by your phone number  
This setting will take effect once you add a phone number. [Add now](#)  
[Learn more](#) about how this data is used to connect you with people.

**Address book** [Manage your contacts](#)

Contacts you've uploaded to Twitter from your address book.

**Personalization and Data** [Allow some Edit](#)  
Control how Twitter personalizes content and collects and shares certain data.

**Direct Messages**  Receive Direct Messages from anyone  
If selected, you will be able to receive messages from any Twitter user even if you do not follow them.  
 Send/Receive read receipts  
When someone sends you a message, people in the conversation will know

# Settings and Privacy

- **Tweet Location** – choose whether Twitter will post your location with each Tweet or not.
- **Photo Tagging** – choose if people can tag you in photos. A safe bet is to only allow people you follow to tag you in photos.
- **Direct Messages** – you can require that people follow you and that you follow them back in order for them to send you a message. You can also set up additional barriers that require people to verify their email address or do a CAPTCHA before sending you a direct message. If you find you are getting spam, you may want to adjust your settings. Even if you allow anyone to direct message you, if you don't follow them it will go into a separate inbox called "Requests" and you choose whether or not you want to respond to the message, or mute/block the person.
  - Direct messages are a way to communicate privately with another Twitter user. It may be better than commenting in a thread if the discussion is extensive. It is also a way to reach out to someone to ask a question or ask for their email.

**Account** – choose the Account tab to change your email or password

**Notifications** – choose the Notifications tab to choose what types of notifications you get (if any) and other details. Definitely take a look at this tab because excess notifications can make Twitter counterproductive to your professional activities.

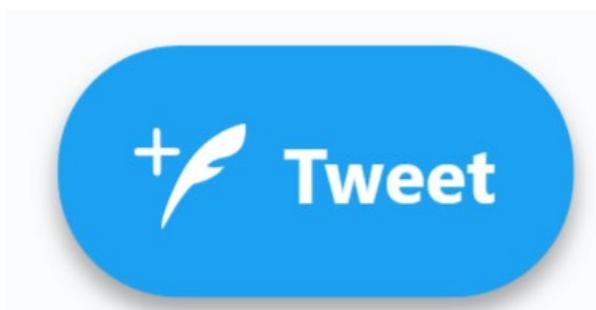
**Muted words and accounts** – You can mute certain words so that Tweets containing them don't show up in your feed. You can also mute accounts which essentially unfollows them, but the other user won't know that you have muted them. Blocked accounts mean they cannot contact you at all and it is very clear they are blocked. Reserve this function to users who are harassing you.

- **Example words to mute:** Brexit, Trump, Miley Cyrus, Machine Learning

# Creating a Tweet



This button is always at the top right next to your profile picture in the menu bar (desktop version)



This button is usually hovering around the bottom right corner of your screen on the mobile version

- To create a tweet, find a tweet button! A “Compose new Tweet” box like the one below will pop up. Once you start typing, the Tweet button will become opaque and clickable.
- This box is where you are limited to 240 characters. You can paste text, use #hashtags, mention people by their @handle, and paste links, in addition to free-typing.
- You can also use the smiley face button at the right to add emojis
- Along the bottom you see 4 icons – from left to right they are – add a picture, add a GIF, make a poll, and tag your location



# Creating a Tweet

**Compose new Tweet** X

 Here is an example tweet that I am free typing for my how to guide to getting started on [#EpiTwitter](#). If I want to tag someone I can type @Handle and a search menu will show up. To add an emoji I click the smiley face - I can even search the emojis.  When I get close to 240 char I get a warning and when I'm over I get red highlighted text. You can't post a tweet with excess characters. -109 

    + 

**Compose new Tweet** X

 To add a photo, you can click on the picture icon below or you can copy paste into the text box. To upload a photo from your computer, you need to click the icon. Smiley face icon 

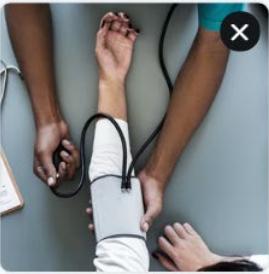
    + 

# Adding a Photo

- To add a photo, you can upload from your computer using the picture icon or you can copy-paste from another website. When the picture is attached, you will see it pop up as a thumbnail. You can even add more than one photo.
- Picture from <https://unsplash.com/photos/w9YHKTk-wLo> and [https://unsplash.com/photos/qL5\\_5doD4no](https://unsplash.com/photos/qL5_5doD4no)

**Compose new Tweet**

To add a photo, you can click on the picture icon below or you can copy paste into the text box. To upload a photo from your computer, you need to click the icon. |

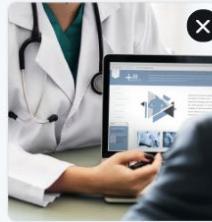


Who's in this photo?

**Compose new Tweet**

To add a photo, you can click on the picture icon below or you can copy paste into the text box. To upload a photo from your computer, you need to click the icon. |

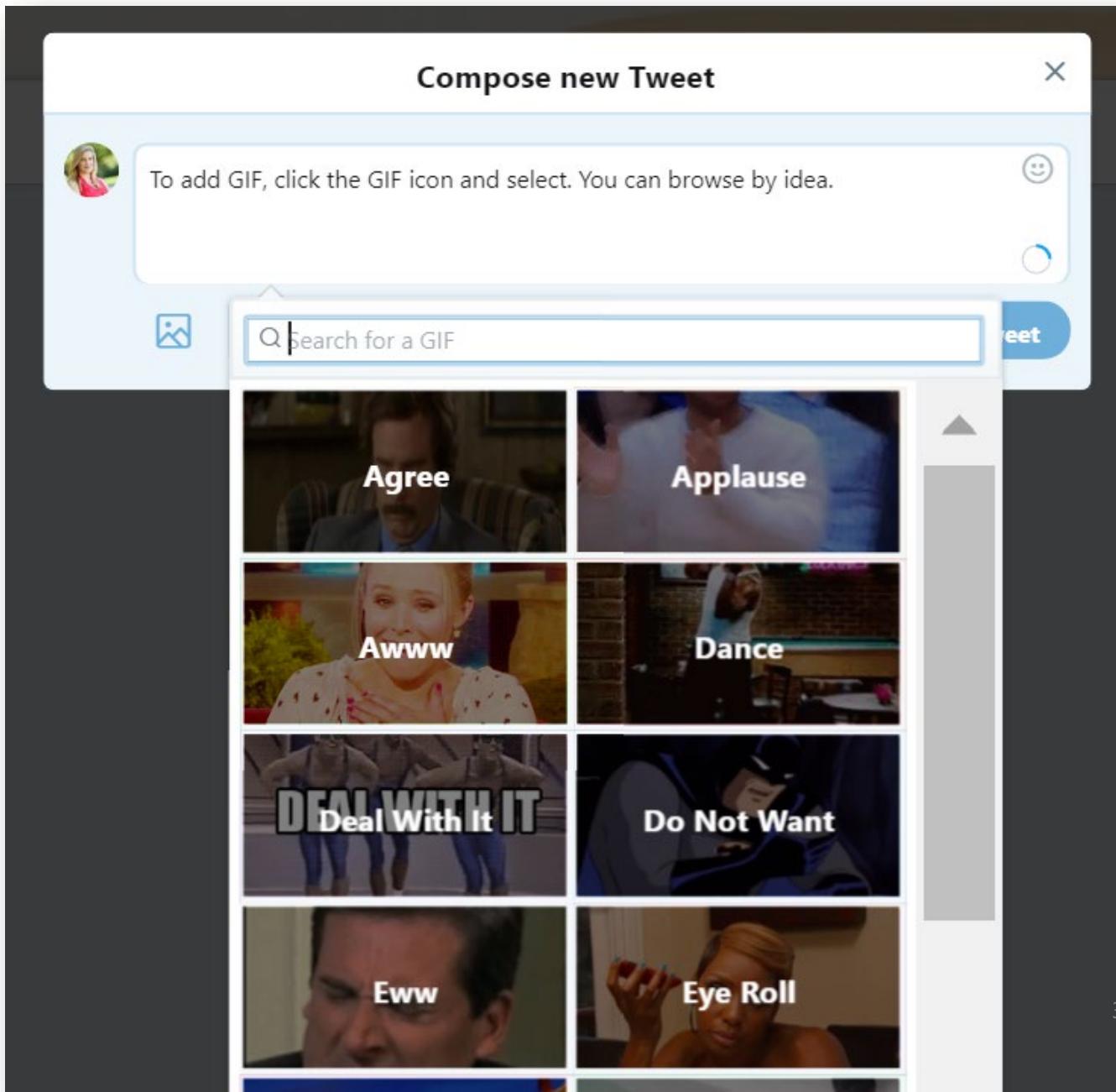


Who's in these photos?

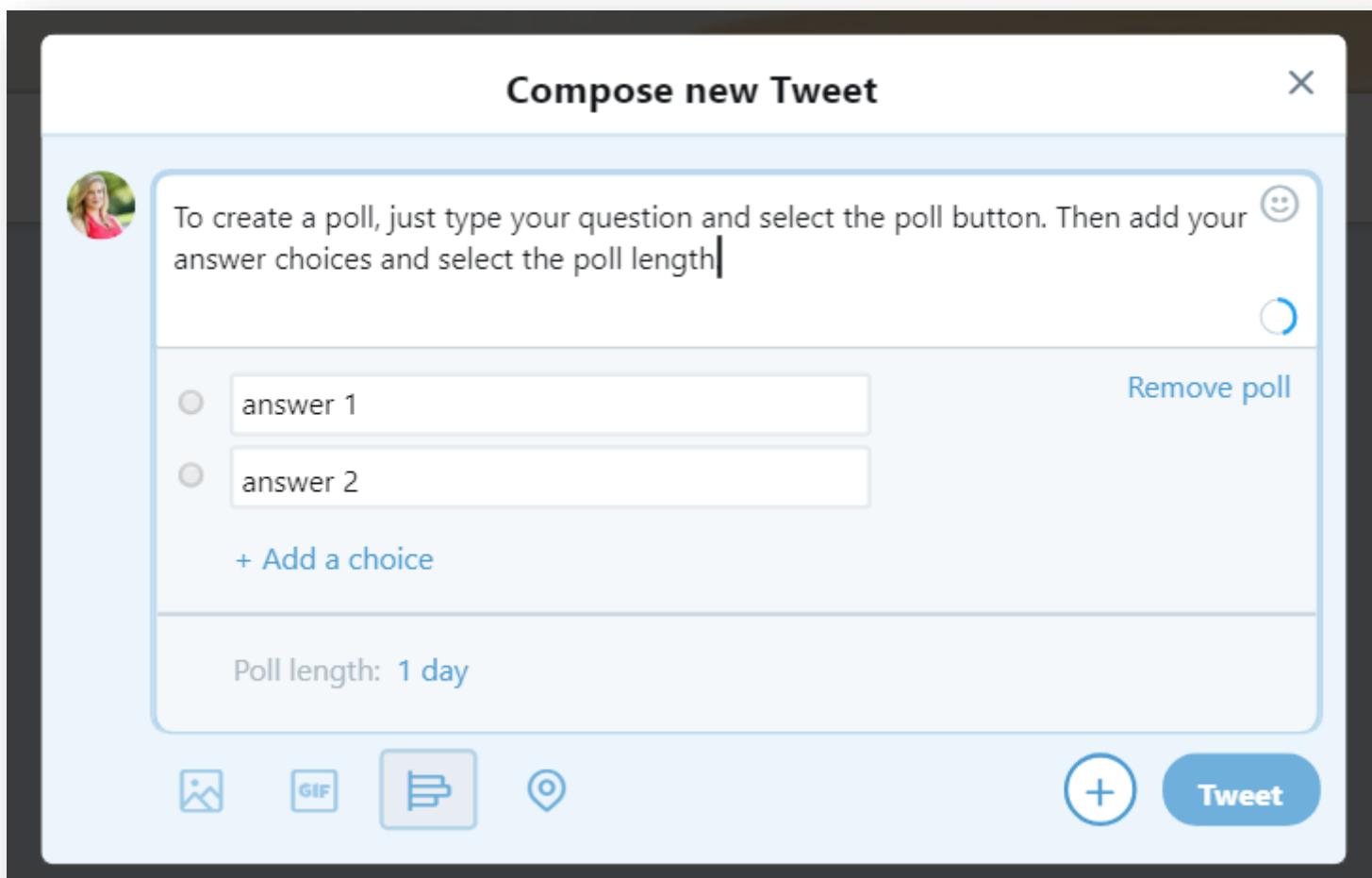
# Adding a GIF

- You may see people using GIFs on Twitter quite frequently – GIFS are moving photos and often have captions with text like memes
- They're often used for humor, and/or to express a feeling
- Twitter has a curation of GIFs that you can access by clicking the GIF icon
- They are attached to your tweet just like photos, and will display beneath the text of your tweet



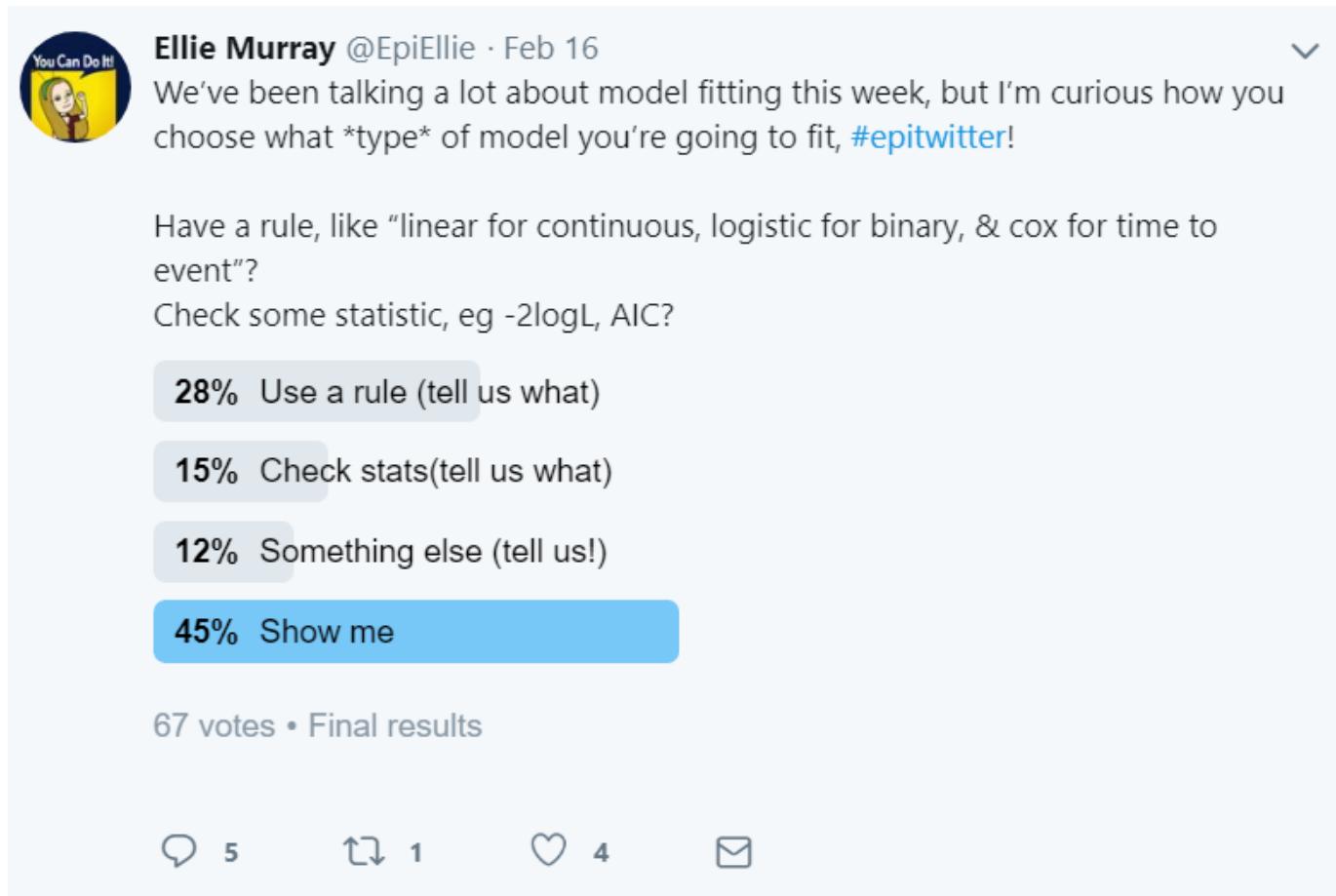
# Making a Poll

- If you want to put a question up for voting, you can do a poll. You can type out the question and the answer choices, and set the amount of time the poll will run for.
- The text of the tweet, the question, follows the same rules as a regular tweet – you can include hashtags, handles, etc. and it needs to be less than 240 characters.
- Note that when you create a poll you cannot also include a photo or GIF



# Making a Poll

- Here's a finished poll showing the number of votes and final results
- Once you vote in a poll you can see the results, even if the poll isn't finished



**Ellie Murray** @EpiEllie · Feb 16

We've been talking a lot about model fitting this week, but I'm curious how you choose what \*type\* of model you're going to fit, #epitwitter!

Have a rule, like "linear for continuous, logistic for binary, & cox for time to event"?

Check some statistic, eg -2logL, AIC?

**28%** Use a rule (tell us what)

**15%** Check stats(tell us what)

**12%** Something else (tell us!)

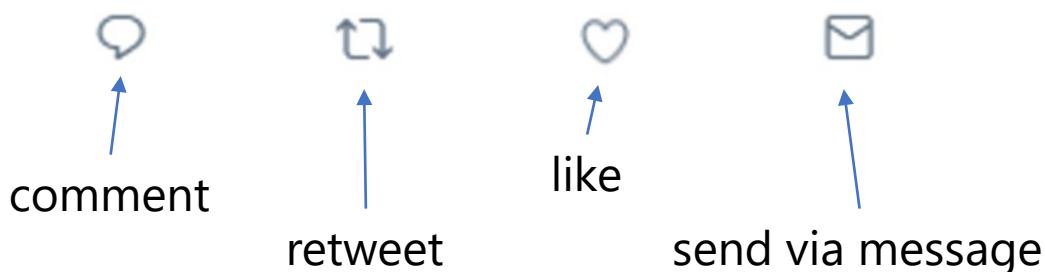
**45%** Show me

67 votes • Final results

5 replies 1 retweet 4 likes

# Navigating Twitter

- For every tweet you see on Twitter, you'll have 4 icons at the bottom:



# Retweet

- When you retweet, you can Retweet without a comment or with a comment. On the desktop version, add a comment by typing something, or without a comment by simply pressing Tweet



- Note that you cannot add a photo (even with copy-paste), add a poll, or add a GIF in your retweet comment
- If you are using a scheduling service like Tweet Deck or Hootsuite to schedule tweets, you cannot schedule Retweets.

# **Retweet without a comment**

- You repost the tweet, sharing it with your followers
  - It's shown as a retweet to your followers – the example below shows that RTI Health Solutions retweeted @BeyondPrimary's tweet on health spending.
    - Retweeting is the appropriate way to share a tweet, rather than copying the text or photo

RTI Health Solutions Retweeted

**BeyondPrimaryCare** @BeyondPrimary · 3h  
#HealthSpending (out-of-pocket expenses as a percentage of income) is much higher among the elderly than among those below age 65. This is hardly good news for people on fixed incomes. #DirectPrimaryCare is a high value option for these older patients.

**Despite Medicare, health spending is a far greater burden for elderly Americans (65 & over) than for everyone else**

Direct health spending as a percentage of family income\*

The chart displays the percentage of family income spent on direct health care for two groups across six income quintiles. The 'Elderly' group consistently shows higher percentages than the 'Total population' across all quintiles, with the highest difference seen in the lowest income quintile.

Income Quintile Before Taxes	Total population (%)	Elderly (%)
Total	4.7%	15.9%
Lowest 20%	15.8%	41.8%
Second 20%	9.0%	29.7%
Third 20%	6.1%	22.4%
Fourth 20%	4.7%	16.4%
Highest 20%	2.8%	7.9%

\*Direct health spending includes family payments for out-of-pocket medical expenses and health insurance premiums (i.e., excludes employer share of premiums).

# Retweet with comment

- Below, @SVRaoMD retweeted @Bnallamo's tweet about #CardioObstetrics
- He adds his own comment, which shows up like a tweet, and can use #hashtags, @handles, emojis, and links.

The screenshot shows a Twitter feed. At the top, a tweet from Sunil V. Rao (@SVRaoMD) is displayed, posted 4 hours ago. The tweet reads: "The evidence so far supports that this is and should be a thing. But let's avoid the urge to tack on another year of training and a board certification. [@malamo512](#)". Below this, a reply from Brahmajee Nallamothu (@bnallamo) is shown in a box, reading: "Is #CardioObstetrics a thing? Melinda Davis & [@MinnowWalsh](#) argue pretty convincingly it should be...". Below the reply, the URL [@CircOutcomes twitter.com/CircOutcomes/s...](#) is visible. At the bottom of the box, there are engagement metrics: 1 reply, 3 retweets, 8 likes, and 0 replies to the reply.

**Sunil V. Rao** @SVRaoMD · 4h

The evidence so far supports that this is and should be a thing. But let's avoid the urge to tack on another year of training and a board certification. [@malamo512](#)

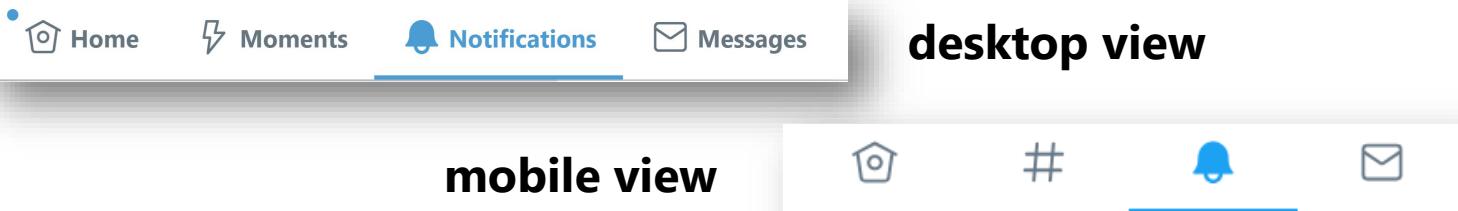
**Brahmajee Nallamothu** @bnallamo

Is #CardioObstetrics a thing? Melinda Davis & [@MinnowWalsh](#) argue pretty convincingly it should be...

@CircOutcomes [twitter.com/CircOutcomes/s...](#)

1 3 8 0

# Notifications



- You can see your notifications using the top menu
- Someone retweeted my tweet without comment

A screenshot of a Twitter notification. At the top, there are several small profile pictures. Below them, a message reads: "Emily Whitaker and 7 others Retweeted your Tweet · 2h". Underneath this, another message from "Bailey DeBarmore @BaileyDeBarmore" says: "Things you wish you'd known when starting grad school: (comment) #epitwi...".

- Someone retweeted my tweet with a comment

A screenshot of a Twitter thread. At the top, there is a logo for "GUARINI School of Management and Finance" and a message from "DartGRAD @DartGRAD · 2h": "Quality thread of crowdsourced advice for folks early in grad school: #phding #mhm #mhmonday #mhmonth". Below this, a reply from "Bailey DeBarmore @BaileyDeBarmore" says: "Things you wish you'd known when starting grad school: (comment)". At the bottom of the screen, there are four interaction icons: a speech bubble, a retweet symbol, a heart, and an envelope.

# Notifications

- Someone followed me
  - Someone liked a tweet I was mentioned in (one that I didn't write)
  - Someone liked a tweet that I wrote
- 
- You can also toggle to MENTIONS to see notifications where you are tagged or replied directly to

All      Mentions

---

   
**Larasati** followed you

   
**Gilbert Murimwa** liked a Tweet you were mentioned in  
Nice short read in @nature on the benefits for scientists on Twitter. FYI  
#epitwitter @EANBoard @Ammer\_B @SACEMAdirector @EpiEllie @epi\_punk  
@BaileyDeBarmore @teacheipi @SoniaBoender #scicomm  
[nature.com/articles/d4158...](http://nature.com/articles/d4158...)

   
**Julia Simard, ScD** liked your Tweet  
Anyone have resources for generating IPW with a continuous exposure?  
#epitwitter #statstwitter