...We’re on TWITTER @BSC_EU_Heart

For all your latest cardiovascular news come and follow us on Twitter!
... Why should you join Twitter?

• Engage with your colleagues and others in the field

• Be the first to hear about the latest news as it happens

• Share and discuss news and resources with large, engaged audiences

• Increase your knowledge and raise awareness of issues that are important to you

• Build and strengthen your professional and social networks
Understanding Twitter: explaining popular Twitter terms

- **TWEET**: a post on Twitter (similar to a status on Facebook or a text message – just shorter with a maximum limit of 140 characters!)
- **HANDLE**: this is your Twitter name - similar to a username and must be less than 15 characters long
- **@ SYMBOL**: is placed before a handle name to identify accounts, e.g. to engage with us you would type “Hi @BSCEUHeart” so we receive your tweet. Without the @ we would not be aware of your tweet
- **RT** (short for “RE-TWEET”): a tweet that replicates and shares what someone else has tweeted (similar to forwarding an e-mail)
- **# SYMBOL**: a “hashtag” is used to group information so that it is easy to find during a search. For example, if you are tweeting about coronary artery disease you can add #CoronaryArteryDisease to your tweet. Someone wanting to find information on coronary artery disease can search using this hashtag on Twitter to see what is being said
- **DM** (short for “DIRECT MESSAGE”): you can send a private message to someone on Twitter by clicking on the direct message button – (P.S. this is only possible if that person or account is following you)
Here are 6 quick steps you can follow to start your Twitter profile.

#Don´t worry – it´s easy

1. Go to [www.twitter.com](http://www.twitter.com) and click on ‘Create a profile’ (it’s free).

2. Choose your Twitter handle – keep it short and something that describes you. (Don’t worry if you cannot decide on one straight away – it’s easy to change your handle at a later time).

3. Add a short description of yourself – you can make it as detailed or basic as you like – think of it as an introduction to your potential followers.

4. Upload a photo to your Twitter profile.

5. Start following others! – look for people, organisations and topics that interest you via the search box (for those of us in the cardiovascular field here are a few examples: @escardio, @EMJIIntervention, @NICEcomms, @angioplastyorg, @cirsesociety, @thepadct, @PCRonline) You can also find interesting accounts by searching hashtags like #HeartHealth, #CongestiveHeartFailure, #AtrialFibrillation, #Cardiomyopathy, etc…

6. Now you’re ready to send out your first tweet!

Just to note, when you are unsure about what to tweet, refer to your organisation’s social media guidelines.