**Begin your journey on Twitter

First things first!**

Go online to <https://twitter.com/> and set up a profile if you don’t have one already. Twitter’s online help facility gives you step by step advice on how to set up a profile, edit your settings, add pictures etc visit <https://support.twitter.com/articles/100990> for more information.

Get inspiration from other physiotherapy tweeters and follow accounts that you like the look of. Each individual’s Twitter page shows the accounts they are following so you can find out more and follow those accounts too. Here are a few profiles to get you started (in no particular order!). Some are obvious but others you will have to find out who they are through Twitter:

**Individual profiles to follow:**
@KMiddletonCSP
@TolanPT
@RobYeldham
@CSPMindy
@CChappellCSP
@Jkruger71
@TomSullivant
@JanetThomas47
@ekstokes
@Katy\_Lyne2
@Su-LinAllen
@HulsePhilip
@MRowlandPhysio
@MelroseStewart1
@HelenOwen3
@DaraRoisin

**CSP profiles to follow:**@thecsp
@CSPWales
@CSPScot
@northwestcsp
@Westmidlandscsp
@CSPSouthEast
@CSPsouthwest
@CSPsouthcentral
@CSPNorthEast
@CSPYorksHumber
@CSP\_Eoe
@CSPEastMidlands
@CSPLondon

Also think about other profiles that will be useful for you to follow. Obvious choices are your employer’s profile and national health profiles such as @NHSEngland and @officialNIHR. Health media such as @HSJnews and @GDNHealthcare can give you latest news and opinion that you may want to share with other members via a re-tweet. In terms of influencing to help promote physiotherapy – it is worth following your local MP and searching for your local councillor and CCG representatives on to see if they have a twitter presence too.

**Get tweeting**You can create your own tweet, re-tweet another’s post, ‘like’ a tweet and tweet images and videoclips. For step-by-step advice on how to do this visit <https://support.twitter.com/categories/281?lang=en> – this link also provides further help with using hashtags which basically provide a theme to your twitter conversation, so that you can see what others are also tweeting under that topic. Hashtags also enable you to join scheduled twitter conversations known as ‘Tweetchats’. @physiotalk and @WeAHPs often hold physiotherapy related tweetchats on weekday evenings for about an hour enabling you to have live discussions with fellow professionals on a variety of topics. When taking part in a tweetchat, make sure that your tweet includes the chat’s dedicated hashtag so that it is visible in the ‘stream’ of conversation.

**Use your twitter presence to help promote physiotherapy**Twitter is simply another communications channel for reaching out to different audiences and it’s a great tool for raising awareness of an event or campaign that supports physiotherapy.
The CSP’s twitter profile @thecsp sends out latest news on national policy, campaigns and latest professional evidence so that you can keep up to date, share developments and help promote key messages about the effectiveness of physiotherapy.

If you are holding a Older People’s Day or Back pain Mythbusters event for example, make sure you share info about the event via Twitter and include a picture if possible to make it stand out more in people’s twitter feeds.

**#RehabMatters and other CSP campaigns you can support via Twitter**

One CSP campaign that is designed specifically for twitter is #RehabMatters and we would like as many members to get behind this as possible. It has been launched to raise awareness of the importance of investing in rehabilitation to improve a patient’s quality of life. The CSP have a special film (csp.org.uk/rehabmatters) that highlights the difference Rehab makes that we are encouraging all members to share either through Facebook, Twitter or YouTube. Supporting this campaign only takes 5 minutes on Twitter but will really help the profession to raise its profile.

Other campaigns you can support are:
 **Falls prevention & exercise advice for older people** – csp.org.uk/opd – tweet the link to the falls prevention animation and encourage your local GP to show the animation on their waiting room screens.

**Backpain Mythbusters** – csp.org.uk/yourback – share the back pain animation with the public and decision-makers and on your social media profile.

**Want to be involved in our new public health campaign launching later this year?**We are launching a campaign this year based on direct input from members across the profession to make it easy for physio staff to help get patients and the public more active. Be a part of the action. If you want to get involved in the campaign, register your early interest by emailing the Campaigns and Regional Engagement Team – cre@csp.org.uk

**Managing your Twitter feed**Every second, on average, around 6,000 tweets are tweeted on Twitter. Once you start to build up the number of profiles you are following, pretty soon you can find the content on your home feed overwhelming. Your notifications help to keep you on top of other tweeters that have mentioned you or shared your tweets. However, there are applications you can use to assist you to manage your content better.

Tweetdeck <https://tweetdeck.twitter.com/> is one of the leading applications, it’s very easy to use and quick to set-up as you only need your twitter profile log-in details to access this application (no additional profile set-up required) The application works on both desktop and mobile.

Tweetdeck enables you to do several things such as arranging your twitter feed into separate columns so that you can see the latest tweets according to your specific key words; scheduling tweets and managing multiple twitter accounts.

Tweetdeck creates a dashboard of vertical columns with different twitter feeds that you label according to your needs. So, for example, you might have one column that features tweets relating to regional physiotherapy activity, one that relates to national physiotherapy news and one that relates to your specific specialism, such as MSK. You can also create columns relating to specific hashtags so that you can easily follow a conversation on a specific topic. If you are away for any period of time or don’t want to have to keep remembering to tweet about a specific message, you can also schedule tweets for automatic issue at specific times and dates.

For more help on using Tweetdeck visit <https://support.twitter.com/articles/20169620>

**Twitter TV**Twitter also enables you to film and watch livestreaming via an application called Periscope. Some of our regional networks have started to live stream their events using this app and have achieved viewing rates in the hundreds – so a great way to get the physiotherapy message out there as well as enable more members to benefit from their events. Like Tweetdeck it is quick and easy to set-up as you just use your Twitter profile to log-in. Footage can be shot via a smartphone or a tablet.

For more information and to access the app visit - <https://www.pscp.tv/>