



Hosting a tweetchat for “#WhyWeDoResearch”

What is a tweetchat?

It is a live twitter event, usually moderated and focused around a general topic. To filter all the chatter on twitter into a single conversation a hashtag is used. A set time is also established so that the host or guest is available to engage in the conversation.

How do you participate?

To participate, all you need to do is tweet during an agreed, designated time using the conversation hashtag #whywedoresearch.

Tips for hosting:

1. **Pick a hashtag.** Ours is **#whywedoresearch**
2. **Set the time.** You need to be able to inform your followers so that they can plan time into their day to follow your tweetchat. We are conscious of ensuring there is never any overlap when people are hosting tweetchats for #whywedoresearch therefore times and dates must be agreed with @ClaireW_UK. This will ensure you receive the support from our followers in it's entirety.
3. **Participate before you host.** This is advisable just to get a better understanding and comfort level. By doing this you can see how the lead engages with the community and how they respond.
4. **Pick an engaging topic** & find an angle which will engage your community. The advantage we have is that we have such a big following already with #whywedoresearch. Wherever possible we try to link specialist areas with those areas own awareness days.
5. **Promote the tweetchat.** Steps 1-4 are necessary but we will support promoting your chats ahead of the time so that we can engage as many followers as possible for each. We can devise flyers especially relating to your topics and sharing your twitter handles to help the promotion if you are unsure or unconfident of doing so yourselves. If you have newsletters etc, please feel free to go ahead and advertise through those or in any way you think will help.
6. **Be welcoming and clear.** Start the chat by making a brief introduction and encouraging participation. Creating a slide to launch 5 minutes BEFORE your chat commences is worth it as people are often 'lurking' at this stage so you can get people to introduce themselves and their roles. This also helps focus the tweetchat hour purely on your questions. You will all have co-hosts so be sure to start the chat together with them and then open things up to others.
7. **Set time frames.** Tweet chats are one hour in length. Be sure to remind followers from the outset about the length of your chat and how long you will be available.
8. **Have some pre-set questions ready.** Ensure these are on pictures rather than just tweeting the questions as something visual captures attention. For a one hour chat 4 questions will suffice. You could have a fifth question available just in case you feel you need it. The questions help to engage the participants & also to move the conversation along. It will give you opportunities to introduce relevant content to the audience when it makes sense. The chat may meander but a question outline will help you to keep it on track and on time. Once you have decided on your questions, please could you share these with @ClaireW_UK so that there is a back-up plan in case anything should go wrong at the last minute and you



are unable to host your chat – rather than the chat be cancelled, we will be able to continue for those who have tuned in especially.

9. **Use tools.** We have added a widget for whywedoresearch hashtag to our website www.whywedoresearch.weebly.com to help spread the word. Michael @keeling_michael set us up with 'symplur healthcare hashtags' back in 2014 which we use to collect data / stats etc from each tweetchat so please encourage followers and those participating to add #whywedoresearch to their tweets so that they can remain fully in the conversation. If you would like to add other hashtags to tweets then of course please do feel free to do so. We will only be analysing info from #whywedoresearch.
10. **Capture the conversation.** Tweetchats and tweets can fly by really fast. If you see something that you would like to hold on to or share with someone else later, remember to take some screen grabs. This is particularly important if #whywedoresearch starts trending – which essentially means that at a particular moment, it's one of the most active conversations taking place. This is another reason why we request a minimum of 2 lead hosts for each chat.
11. **Set your goals.** For those of you leading tweetchats, it's good to consider this beforehand. What are you trying to get out of it? Are you trying to build a connection with your audience? Are you trying to help people answer questions? Knowing your goals will help guide the process.
12. **Let the chat live on.** Tweet chats are great for making more connections and really great things are likely to have been said. Don't let the conversation disappear.
13. **Follow up.** If everything went well you've made a new connection or two. Follow up in the coming days with a friendly tweet. Continue the conversation that was started and begin to build the new relationship.
14. **Enjoy!**

Thank you very much everyone.