

Being a Human Being in 140 Characters

Tweets should be...

- **Conversational.** Whenever there is an opportunity, join a conversation that's already happening.
 - Use hashtags (e.g., #EngageUW2017).
 - Reply to accounts (@).
 - Retweet with commentary.

These engagements improve your account's visibility by helping others—not in a crass, “follow for follow” way, in a genuine way.

- **Multimedia.** There should be a good assortment of images, video, animated .gifs, text, and links. This doesn't all have to be in the same post.

 **HealthExperiencesUSA** @HealthExUSA · Mar 23
Fascinating piece by @amyebutcher on the student use of Yik Yak to get #depression support on college campuses:



Opinion | How the Depressed Find Solace on Yik Yak, Believe It or Not
A platform associated with the gutter of young humanity had blossomed with tenderness.
nytimes.com

 **HealthExperiencesUSA** @HealthExUSA · Feb 16
The amount of information our resource has would be incredible if it were not scientifically verified as credible. healthtalk.org/peoples-experi...

- **Pithy and Relevant.** There's no getting around the fact that genuine engagement and effort pay off on Twitter. Consistency should never result in humdrum, boring posts.
 - Don't automate! Posts should be done personally.
 - Try to be clever and relevant. Write what you'd want to read.
- **Discoverable.** Make posts visible via short, unique, or searchable hashtags. Try to be timely and relevant. #Depression or #MHAW (Mental Health Awareness Week) are good. #MentalHealthFightingTheStigma is not.
- **Consistent.** Twitter activity should be scheduled during peak times throughout the week (i.e., during the day on weekdays). The account should also remain consistently active over time.

 **HealthExperiencesUSA** @HealthExUSA · May 2
A great article featuring the thoughtful input of our friend @Doctor_Vic with @jedfoundation nytimes.com/2017/05/01/wel... #13reasonwhy #suicide



For Families of Teens at Suicide Risk, '13 Reasons' Raises Concerns
A rising chorus of mental health experts contends that many of the show's messages on suicide are inaccurate and potentially dangerous.
nytimes.com