

Getting started on Twitter

A guide for setting up your Twitter
account and jumping in

Created by Bailey DeBarmore
@BaileyDeBarmore

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
- 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

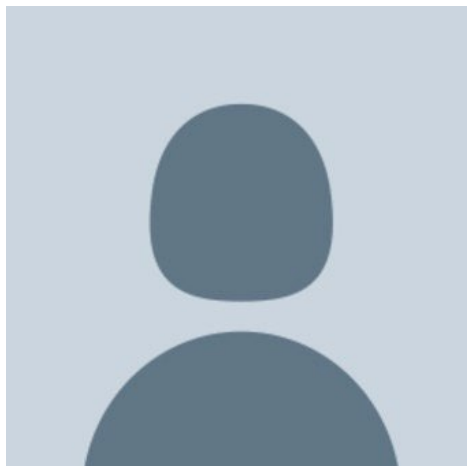
- Choose a professional headshot for your profile photo
 - It will be displayed at 400 x 400 and 200 x 200 in a circle
 - It should be recent and recognizable – it will be displayed along with your handle and display name on your profile page and next to your tweets

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 it's 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 phot (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.



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

This screenshot shows the Twitter profile of Alex Chang, MD, MS (@alexchangmd). The header area features a standard circular profile picture of a man in a white lab coat. The background of the header is a solid blue color. The profile information on the left includes his name, bio, location (Danville, PA), website (researchgate.net/profile/Alex_C...), and join date (March 2018). The main content area displays a pinned tweet from April 5, 2018, about metabolic obesity and kidney function, accompanied by a line graph showing aHR (95% CI) for different BMI categories. The right sidebar shows a 'Who to follow' list and 'Trends for you'.

This screenshot shows the Twitter profile of Matthew Fox (@ProfMattFox). The header area features a custom header photo of the Boston skyline at sunset, with a circular profile picture of a man in a dark shirt. The background of the header is a solid dark color. The profile information on the left includes his name, bio, location (Boston, MA), and website (busph.org/fa). The main content area displays a pinned tweet from September 12, 2017, about a podcast, and a tweet about a critical eye when reading. The right sidebar shows a 'Who to follow' list and 'Trends for you'.

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 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.



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

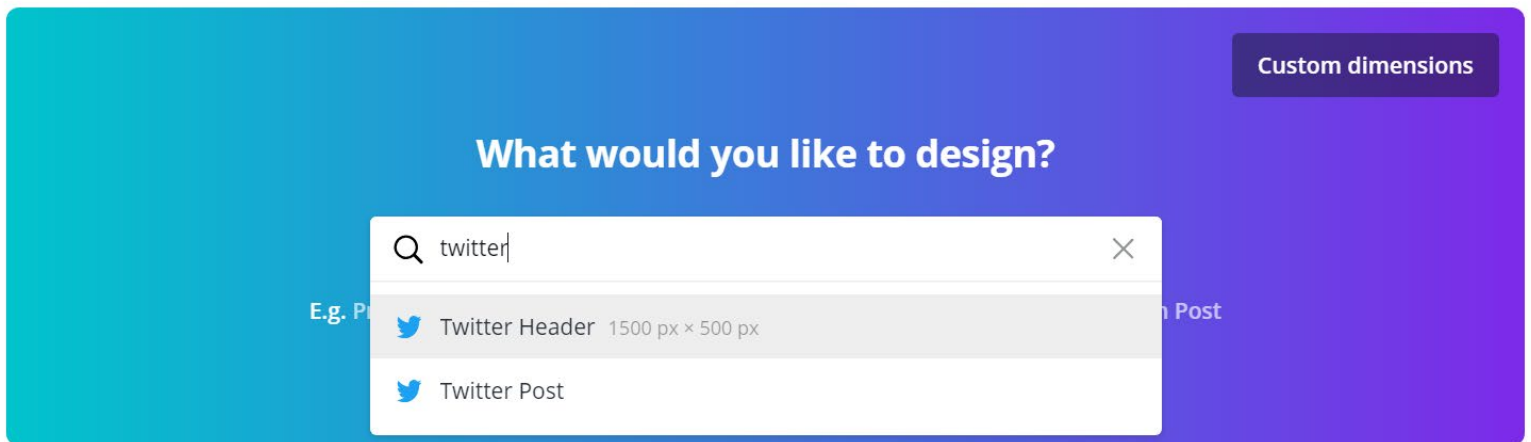
- You can use online resources like www.rawpixel.com and www.unsplash.com to find high quality free images for your header photo. I encourage you to look at both sites to get a feel for the different photos they have.
 - Rawpixel has a variety of options and has more healthcare and illustration photos. 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/

LinkedIn Banner Pictures

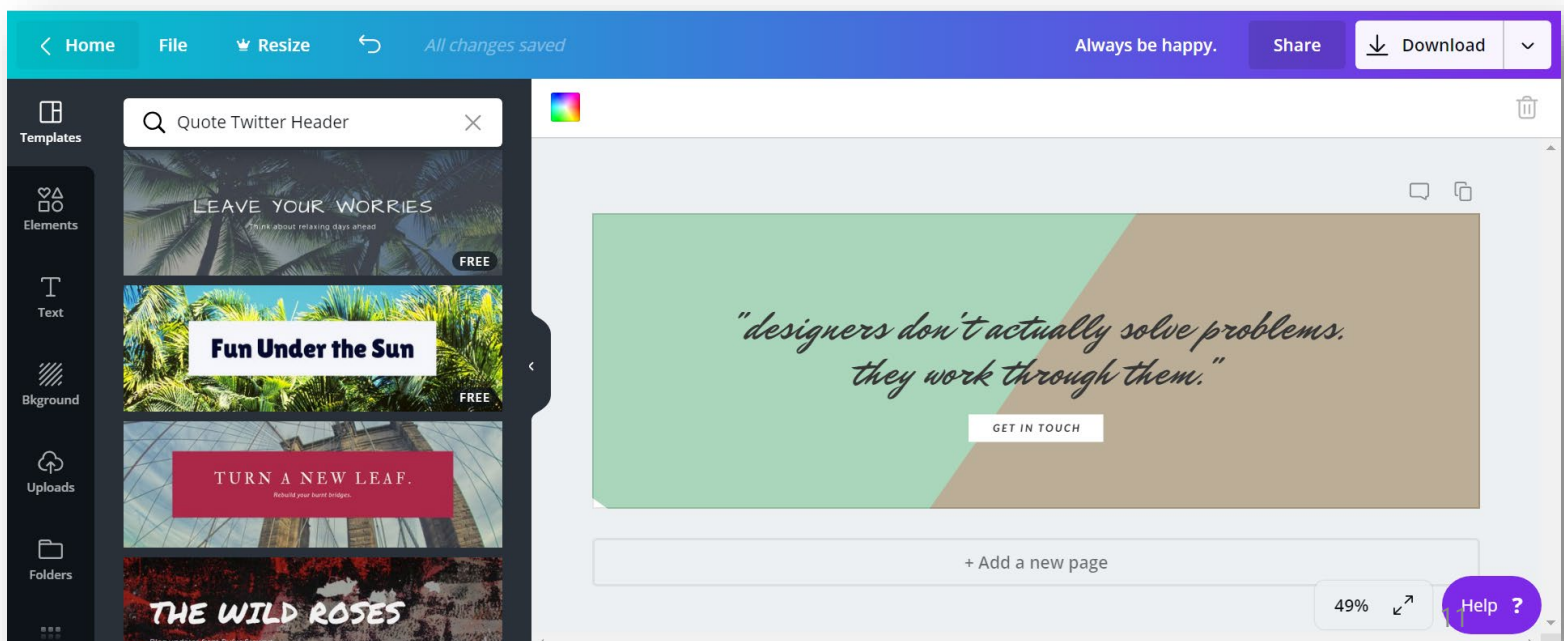


Making Header Photos

- 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](https://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

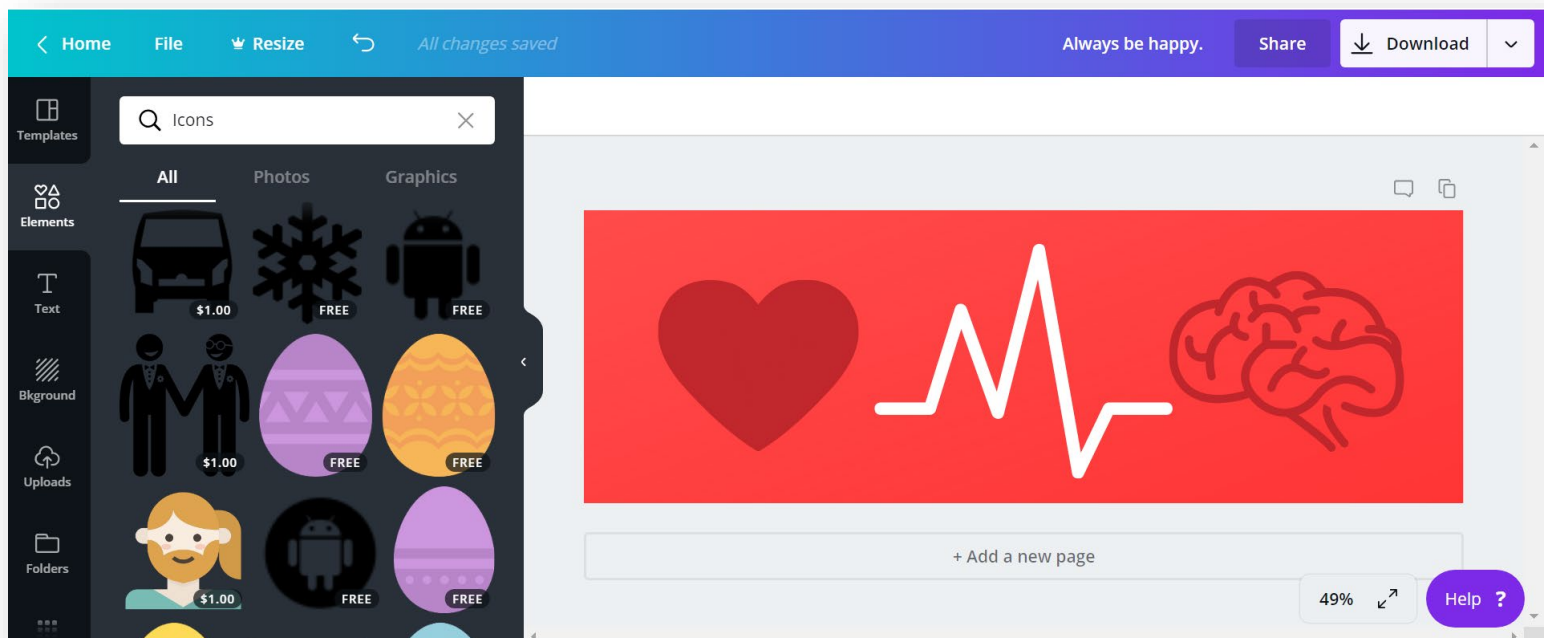


You can browse through their templates to find inspiration or at least a starting point. They are pre-made designs, many of which are FREE (see bottom right corner). You can try searching for "school" or "event" if you want a specific type of header photo.



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 [#causal inference](#) less casual. Using [#datascience](#) to learn what works. Free course bit.ly/2uQssso

📍 Boston

🔗 hsph.harvard.edu/miguel-hernan/

📅 Joined August 2015

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
@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

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



Timothy L. Lash
@TimothyLash

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

📍 Atlanta, Georgia

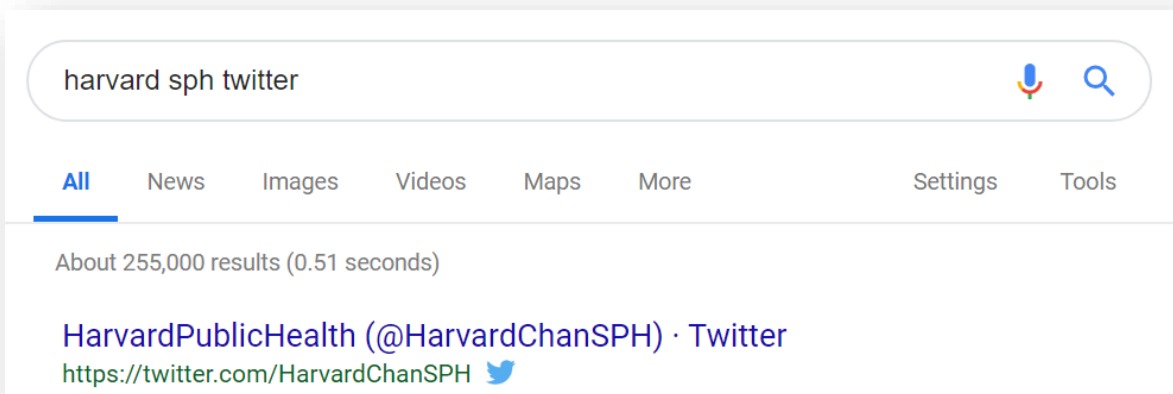
🔗 cfusion.sph.emory.edu/Faculty/Profil...

📅 Joined October 2014

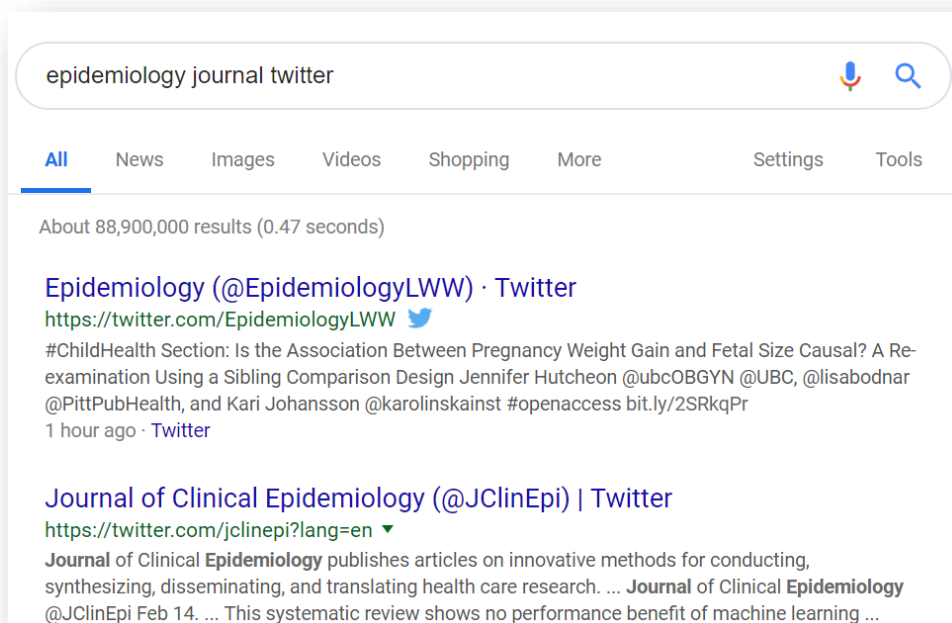
Tim Lash's profile references his institutions and journal but doesn't include them as handles or hashtags, he also includes some interesting facts and his faculty profile link below

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



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



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 footer of the UNC Gillings School of Global Public Health website. At the top, there is a navigation bar with links: Degrees, Students, Departments, Discover Gillings, Give, and a search icon. Below this, there are three event listings: 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). A link 'View All Events' is provided. Below the events, there is a section titled 'Where would you like to go next?' with a search bar labeled 'SEARCH THE SITE' and a magnifying glass icon. To the right of the search bar, there are three columns of links: DEGREES, ONLINE MPH, and APPLY; INNOVATION, NEWSLETTER, and TUITION AND FEES; and CULTURE OF HEALTH, MAPS AND DIRECTIONS, and CENTERS AND INSTITUTES. At the bottom, there is a social media bar with icons for Twitter, Instagram, Facebook, YouTube, LinkedIn, and a generic social media icon. To the right of the icons, the text reads: 'UNC GILLINGS SCHOOL OF GLOBAL PUBLIC HEALTH' and '170 ROSENAU HALL, CB #7400 | 135 DAUER DRIVE | CHAPEL HILL, NC 27599-7400'.

The screenshot shows the Twitter profile page for UNC Public Health (@UNCpublichealth). The profile picture is a group photo of diverse students and faculty members. The bio reads: 'The Gillings School of Global Public Health at UNC provides exceptional teaching, ground-breaking research and dedicated service to N.C. and the world.' Below the bio, there are statistics: Tweets (7,697), Following (430), Followers (13.8K), and Likes (4,954). The 'Following' tab is selected. The first tweet is from UNC-Chapel Hill (@UNC) retweeted by UNC Public Health, dated 22h, with the text: 'You might spot drones overhead on campus this week thanks to a professor from @UNCpublichealth! See the buzz about his new study that seeks to deliver lifesaving defibrillators to people experiencing cardiac arrest'. To the right, there is a 'Who to follow' section with two suggestions: MichiganPublicHealth and UNC Health Behavior.

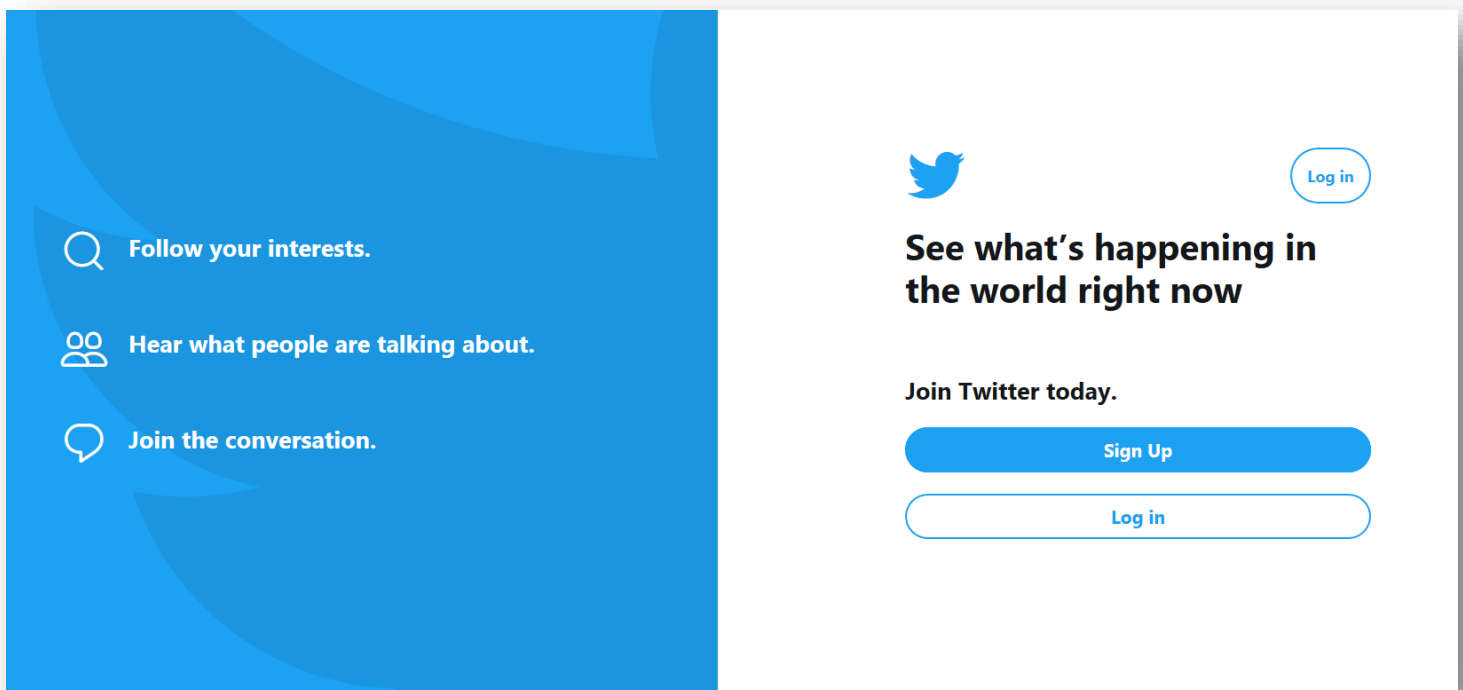
Create an account

Go to www.twitter.com

Select "Sign Up"

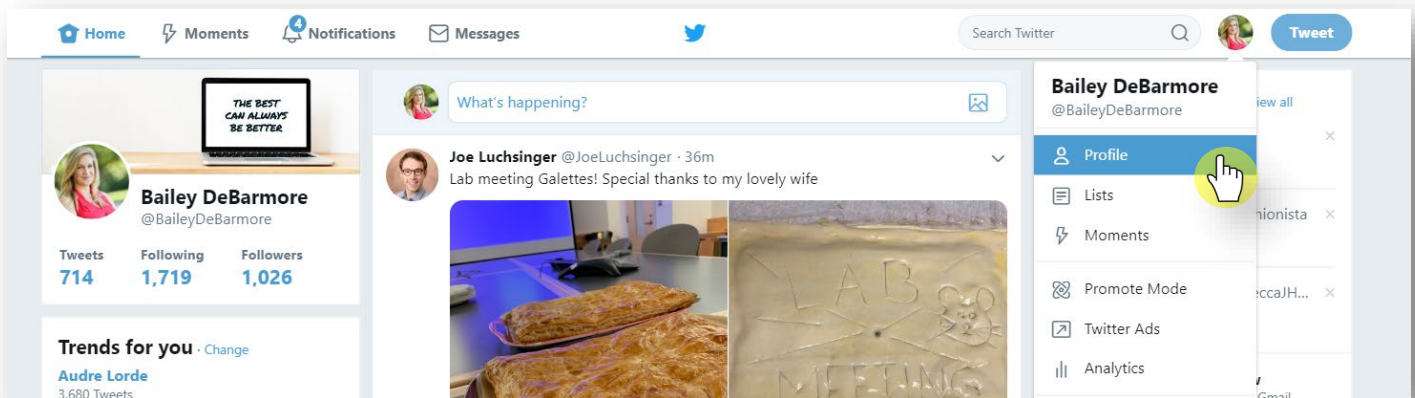
You'll link your account to a phone number or email address, and then Twitter will walk you through entering in your handle, filling out your profile, and other modifications.

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.

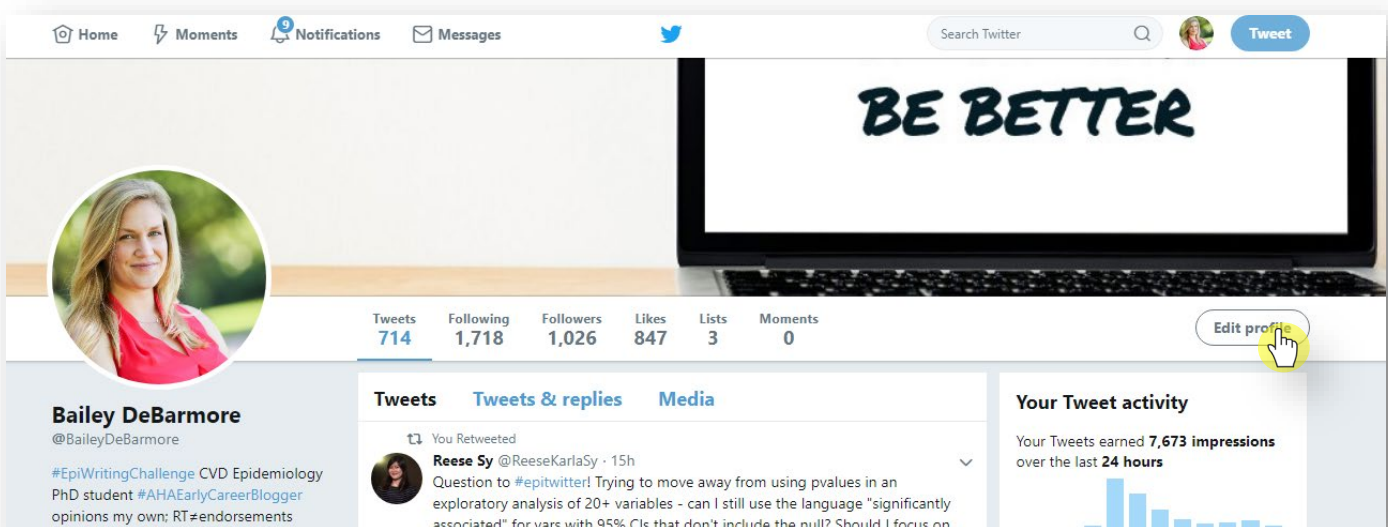


Editing Your Profile

- 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.



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



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.

The screenshot displays the Twitter mobile app interface for the user Bailey DeBarmore. The top navigation bar features icons for home, search, notifications, and messages, along with a search bar and the user's name. The main content area shows a tweet from Bharath Ramsundar and a tweet from Perfect Origins. The right sidebar shows the 'Account info' section with a hand icon pointing to the 'Profile' link. The bottom navigation bar includes icons for home, search, notifications, and messages, along with a search bar and the user's name.

Account info

- Profile
- Lists
- Bookmarks
- Moments
- Promote Mode
- Twitter Ads
- Analytics
- Settings and privacy
- Help Center

Who to follow

- Amazon Prime Video @PrimeVideo
- SciParty @SciParty
- Andrea H @phd_fashionista

Trends for you

- Trending in USA: Audre Lorde, Trending with: #ToniMorrison
- Trending in USA: Labour, Trending with: Labour Party, #LabourSplit
- Politics: MPs announce they're leaving the Labour party

THE BEST CAN ALWAYS BE BETTER

no way jose!

HOW TO PITCH YOUR RESEARCH: A SPAG WORKSHOP

GOOD JOB!

JAMA Student Editorial Board

APHL-CDC Bioinformatics Fei

Who to follow

- Amazon Prime Video @PrimeVideo
- SciParty @SciParty

Profile

Bailey DeBarmore
@BaileyDeBarmore

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

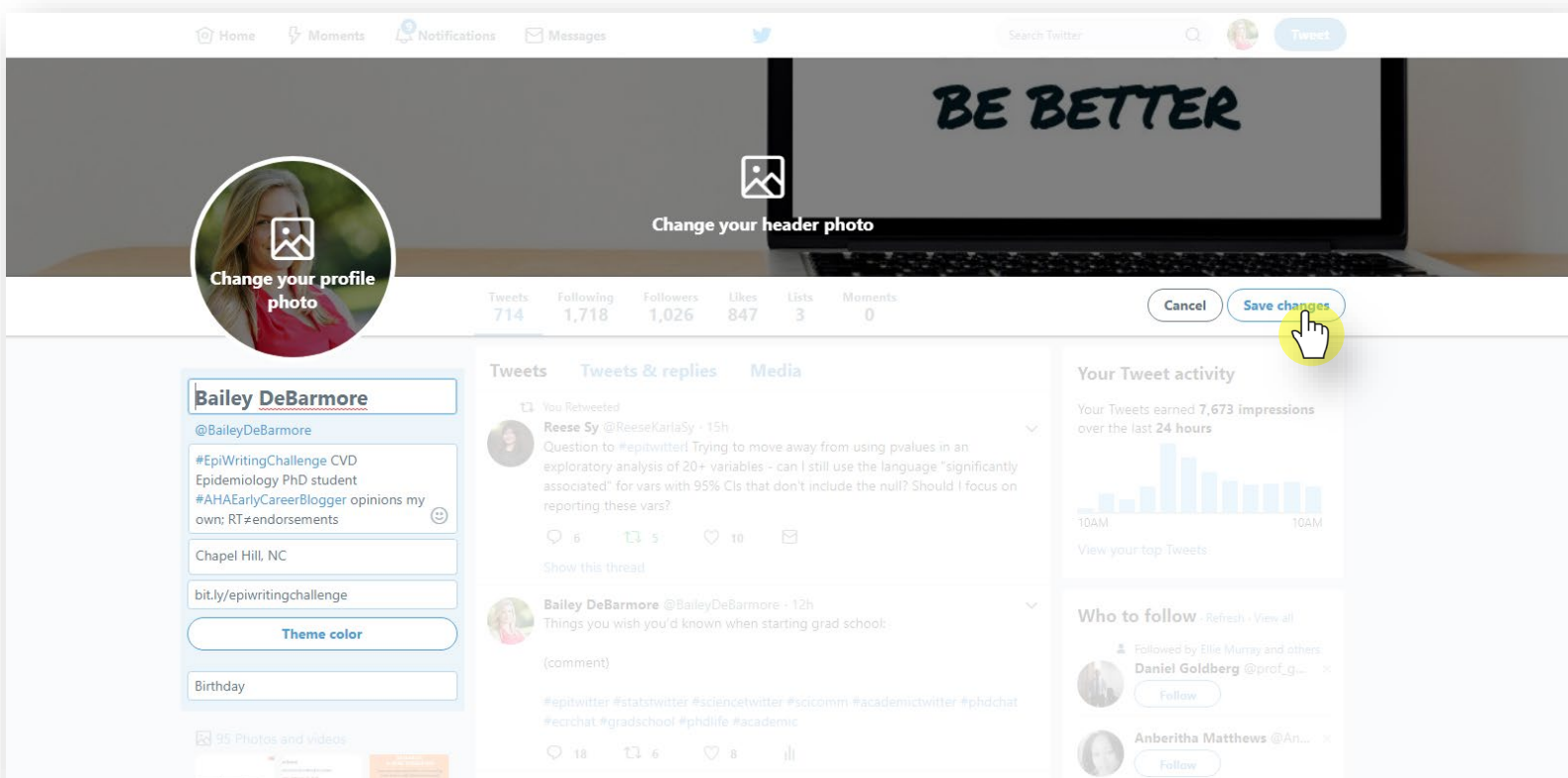
Chapel Hill, NC bit.ly/epiwritingchal... Joined October 2011

1,719 Following 1,026 Followers

Edit profile

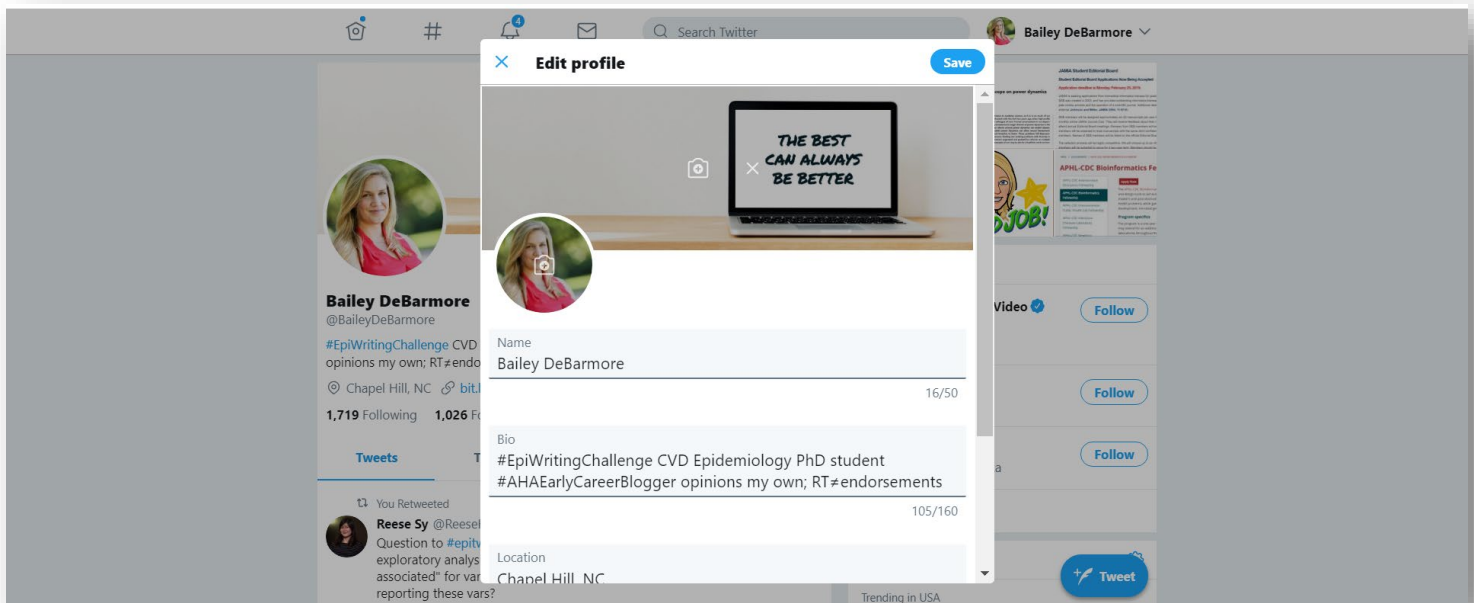
Editing Your Profile

- 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.



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.

Home Moments Notifications Messages Search Twitter Tweet

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

David Goff, MD, PhD
@DavidGoff_MDPhD
Committed to #hearthealth, #publichealth, #scuba, and #hiking

Kathy Lancaster, PhD, MPH
@prof_klancaster
Epidemiologist. Assistant Professor.
Global health advocate. Views are my own.

Soph Arthur
@sophstalksci
PhD turned #scicomm officer
Award-winning science & education blogger
Science | Travel | Food
Inspiring your inner scientist

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

Home Moments Notifications Messages Search Twitter Tweet

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

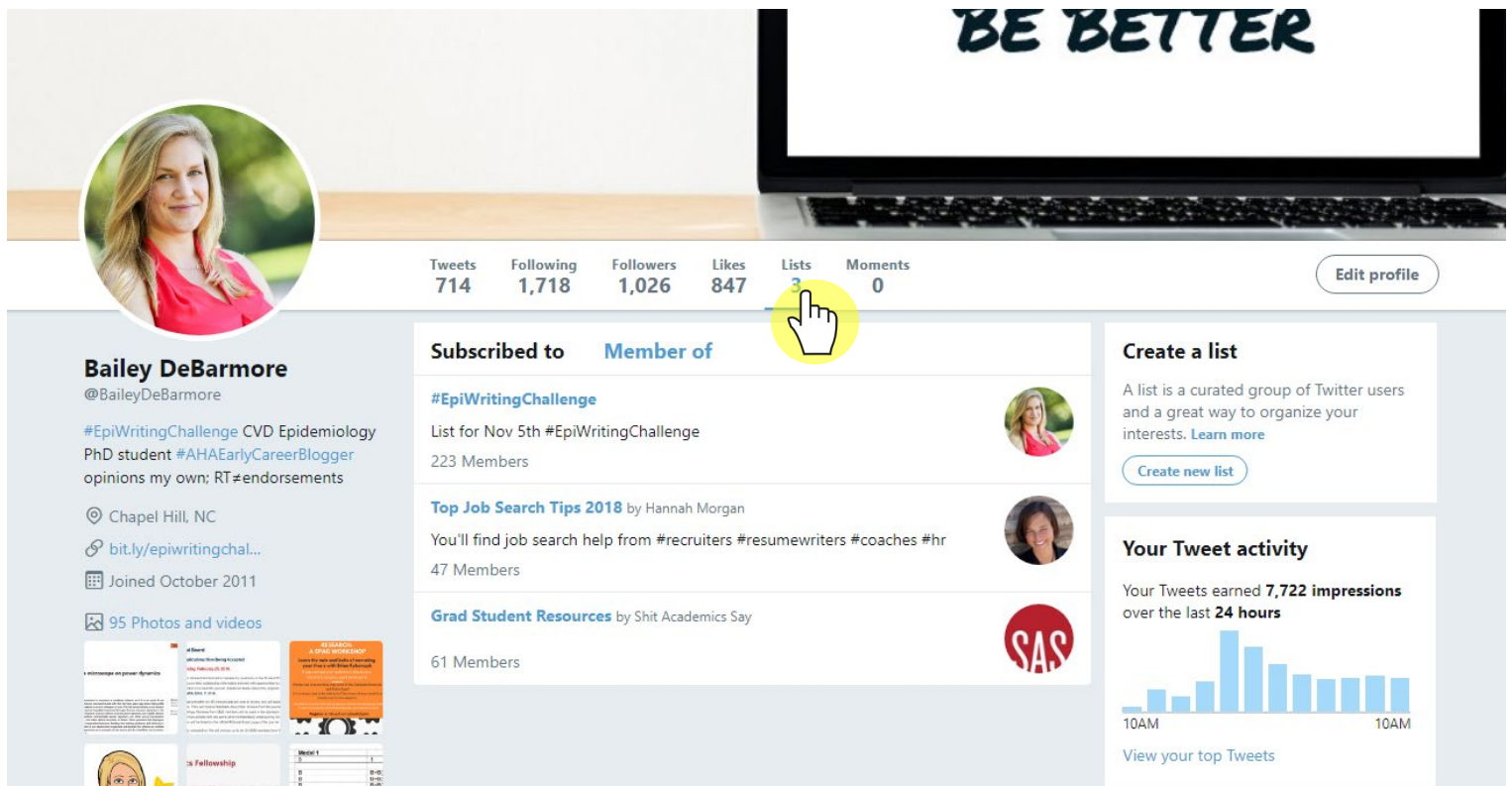
Mariya Wilson
@MariyaWilson3
Follows you
Global B2B Contacts is recognized as one of the trustworthy resources of B2B mailing lists and IT mailing lists all across the globe. We established in the year

clara delgado
@claraluciadm
Follows you
"Caminando en línea recta no puede uno llegar muy lejos." El Principito

Medtor
@Medtorek
Follows you
Almen Medicin, GP, Telemedicine, APPs, research. We decide our own limits!

Lists

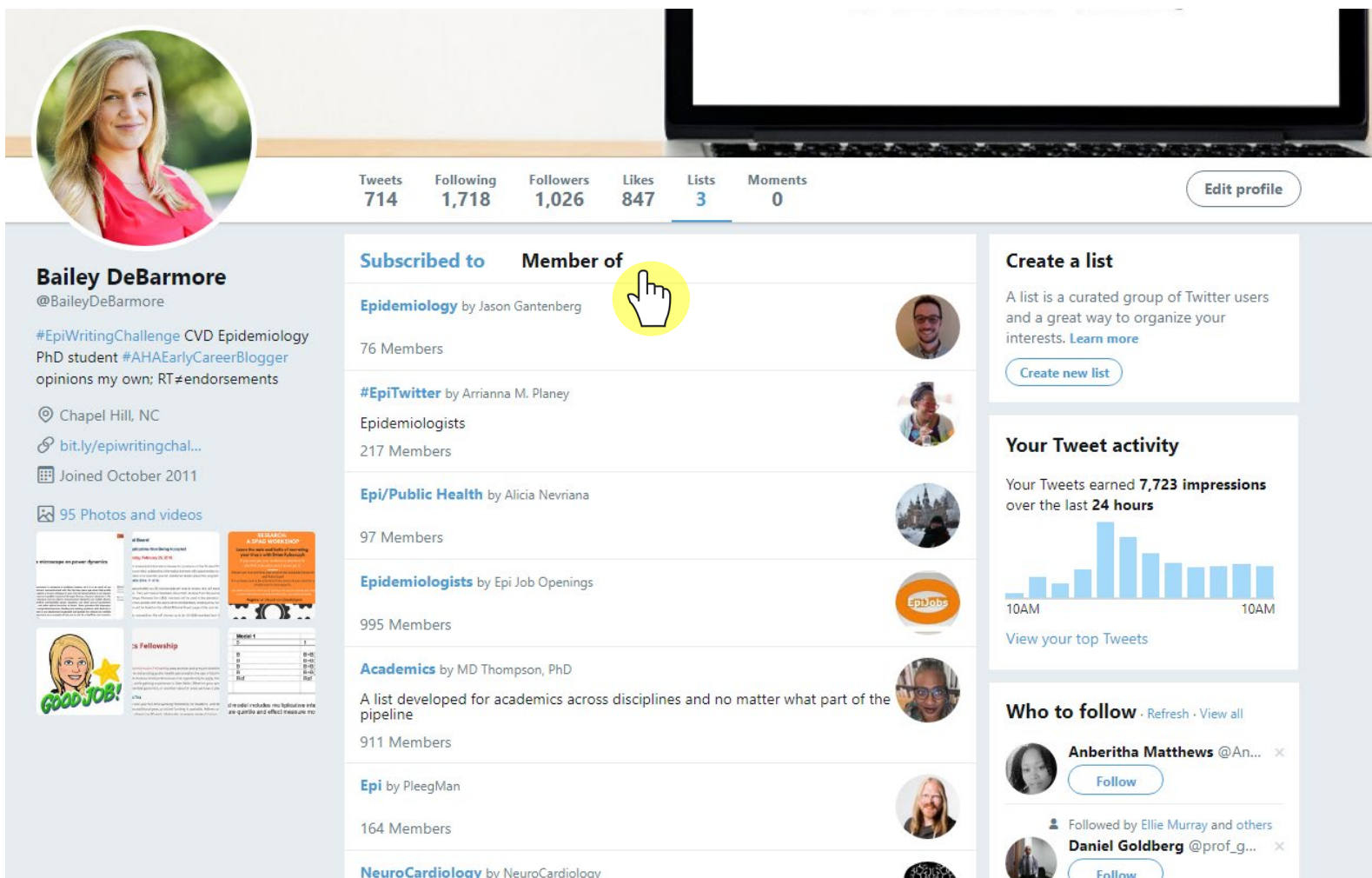
- Lists are a unique part of Twitter. They are a 'curated group of accounts' that you can subscribe to, join, or make on your own.
- When you subscribe (follow) a list, you're not following every account of every member on the list, just the activity of those on the list.
- One of the most useful ways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



- 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.



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

Subscribed to **Member of**

- Epidemiology** by Jason Gantenberg
76 Members
- #EpiTwitter** by Arrianna M. Planey
Epidemiologists
217 Members
- Epi/Public Health** by Alicia Nevriana
97 Members
- Epidemiologists** by Epi Job Openings
995 Members
- Academics** by MD Thompson, PhD
A list developed for academics across disciplines and no matter what part of the pipeline
911 Members
- Epi** by PleegMan
164 Members
- 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](#)
- Followed by Ellie Murray and others
Daniel Goldberg @prof_g...
[Follow](#)

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 displays the Twitter interface for the #EpiTwitter list. At the top, navigation links for Home, Moments, Notifications, and Messages are visible. The list header on the left includes the name #EpiTwitter, the creator Arrianna M. Planey, and the list description 'Epidemiologists'. It shows 217 members and 15 subscribers, with a 'Subscribe' button. Below this, a sidebar lists 'More lists by @Arrianna_Planey' with various categories like Harm Reduction, Clinicians, and #EpiTwitter. The central 'Tweets' section shows a tweet by Paul Dawson on Climate Change (@PaulEDawson) about the health impacts of fossil fuels, retweeted by Allen Y. Tien MD MHS. Below it is a tweet by Ginger Lerner-Wren (@JudgeWren) about the opioid crisis. The right sidebar, titled 'Recently added members', lists several users with 'Follow' or 'Following' buttons. A hand cursor icon points to the 'List members' link in the left sidebar.

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 titled "#EpiTwitter" created by Arrianna M. Planey. The list has 217 members and 15 subscribers. The page is divided into three main sections: a left sidebar with navigation links and a list of other lists by the creator; a central "List members" section showing a list of members with their profile pictures, names, handles, bios, and follow status; and a right sidebar showing "Recently added members" and a footer with copyright information.

Navigation Bar: Home, Moments, Notifications, Messages, Search Twitter, Tweet.

#EpiTwitter
A public list by Arrianna M. Planey
Epidemiologists
Members: 217, Subscribers: 15
Subscribe

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

Profile Picture	Name	Handle	Bio	Follow Status
	Jen Liang	@Epi_Jen	Public health epidemiologist Topics of interest: Enteric diseases 🦠, opioids 💊 and everything in between 🌍	Follow
	Alexandra White	@alexandrajwhite	Epidemiologist @NIEHS #environment #cancer. @UNCpublichealth alum Views are my own.	Following
	Marie-Pierre Sylvestre	@MP_Sylvestre		Follow
	Katie Labgold	@KatieLabgold	Epi PhD student, Emory University UVA grad Interested in MCH, reproductive, social, and spatial epidemiology RJ ally proud ATL resident #epitwitter	Following
	Ashly Westrick	@ashly_cathleen	Epidemiology PhD Candidate 🎓 at the @univmiami. #UMN and #UAB alum. Health outcomes, disparities/inequalities, cancer, and methods... among other things.	Following
	ResearchEpi	@ResearchEpi	Covering the latest news in Public health, occupational health, infectious disease, epidemiology, and biostatistics from around the world. Views are my own!	Follow
	Leslie Salas-Hernández, MPH	@LeslieSalasHer1	Doctoral Student @EmoryRollins Scholar @HPRSolars @CityofInglewood native Focus: mass incarceration & mental health Views are my own.	Follow
	Sara Conroy	@EpiSconroy		Following

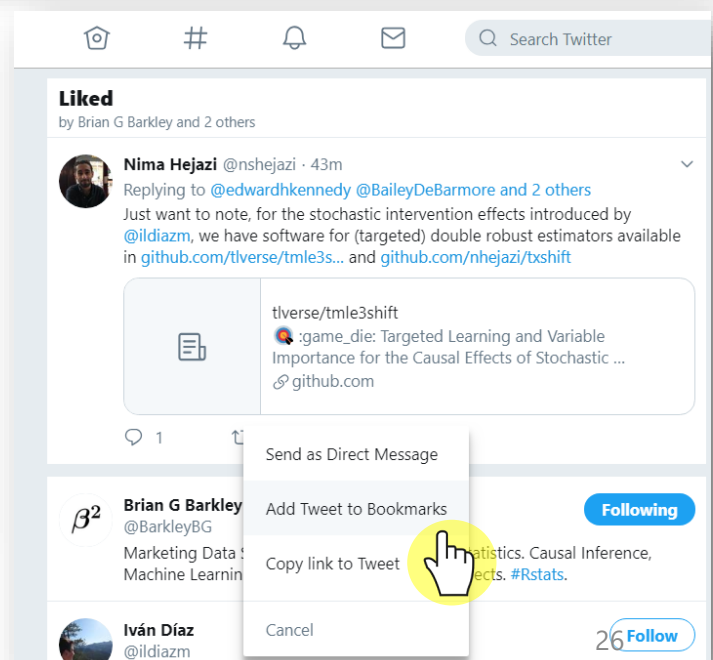
Recently added members · View all

Profile Picture	Name	Handle	Follow Status
	Jen Liang	@Epi_Jen	Follow
	Alexandra White	@alexan...	Following
	Marie-Pierre Sylvestre	@...	Follow
	Katie Labgold	@KatieLabg...	Following

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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".



Settings and Privacy

This screenshot shows the Twitter profile of Bailey DeBarmore (@BaileyDeBarmore). The profile header includes a circular profile picture, a banner image with the text "BE B", and statistics: 714 Tweets, 1,718 Following, 1,026 Followers, 847 Likes, 3 Lists, and 0 Moments. The bio identifies her as a CVD Epidemiology PhD student and a blogger. The settings menu is open, showing options like Profile, Lists, Moments, Promote Mode, Twitter Ads, Analytics, Settings and privacy (highlighted with a hand icon), Help Center, Keyboard shortcuts, Log out, and Night mode. The "Tweets" tab is selected, showing a tweet from Reese Sy and a tweet from Bailey DeBarmore about grad school.

Home Moments Notifications Messages Search Twitter Tweet

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

Bailey DeBarmore @BaileyDeBarmore · 12h
Things you wish you'd known when starting grad school:
(comment)
#epitwitter #statstwitter #sciencetwitter #scicomm #academictwitter #phdchat #ecrchat #gradschool #phdlife #academic
18 6 8

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

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

Who to follow · Refresh · View all
Followed by Ellie Murray and others
Daniel Goldberg @prof_g...
Follow
Anberitha Matthews @An...
Follow
ESCAIDE @ESCAIDE

This screenshot shows a tweet by Nima Hejazi (@nshejazi) that has been liked. The tweet is a reply to @edwardhkennedy and mentions @ildiazm, discussing software for double robust estimators. The account info sidebar is open on the right, showing Bailey DeBarmore's profile with 1,719 Following and 1,027 Followers. The sidebar also lists various settings and privacy options, with "Settings and privacy" highlighted by a hand icon. The main content area shows a "Liked" tweet and a "Trends for you" section with trending topics like #DisabledPeopleAreHot and #PresidentsDay.

Home # Notifications Messages Search Twitter Bailey DeBarmore

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

tlverse/tmle3shift
:game_die: 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.
Following

Iván Díaz @ildiazm
Statistician. Asst Prof Weill Cornell Medicine.
Follow

Kazuki Yoshida
Following

Trends for you

Trending in USA
Toni Morrison
Trending with: Audre Lorde
US news
Happy Birthday, Toni Morrison!

Trending in USA
#DisabledPeopleAreHot
2,806 Tweets

Trending in USA
Labour
Trending with: Labour Party, #LabourSplit
Politics
MPs announce they're leaving the Labour party

Trending in USA
#PresidentsDay
Trending with: #PresidentsDay2019, Happy Presidents, George Washington
Presidents Day 2019 Quotes: Inspirational Savings By Trump

Account info

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 'Privacy' settings page for the user Bailey DeBarmore (@BaileyDeBarmore). The left sidebar contains a list of settings categories: Account, Privacy and safety (highlighted), Password, Mobile, Email notifications, Notifications (highlighted), Web notifications, Find friends, Muted accounts, Muted words (highlighted), Blocked accounts, Apps and devices, Widgets, Your Twitter data, and Accessibility. The main content area is titled 'Privacy' and includes several sections: 'Tweet privacy' with a toggle for 'Protect your Tweets' (disabled), 'Tweet location' with a toggle for 'Tweet with a location' (disabled) and a 'Delete location information' button, 'Photo tagging' with radio button options for allowing tags (selected), 'Discoverability' with checkboxes for finding the user by email address (checked) and phone number (unchecked), 'Address book' with a 'Manage your contacts' button, 'Personalization and Data' with an 'Allow some' button, and 'Direct Messages' with a checked toggle for receiving messages from anyone. Each section includes explanatory text and links for more information.

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

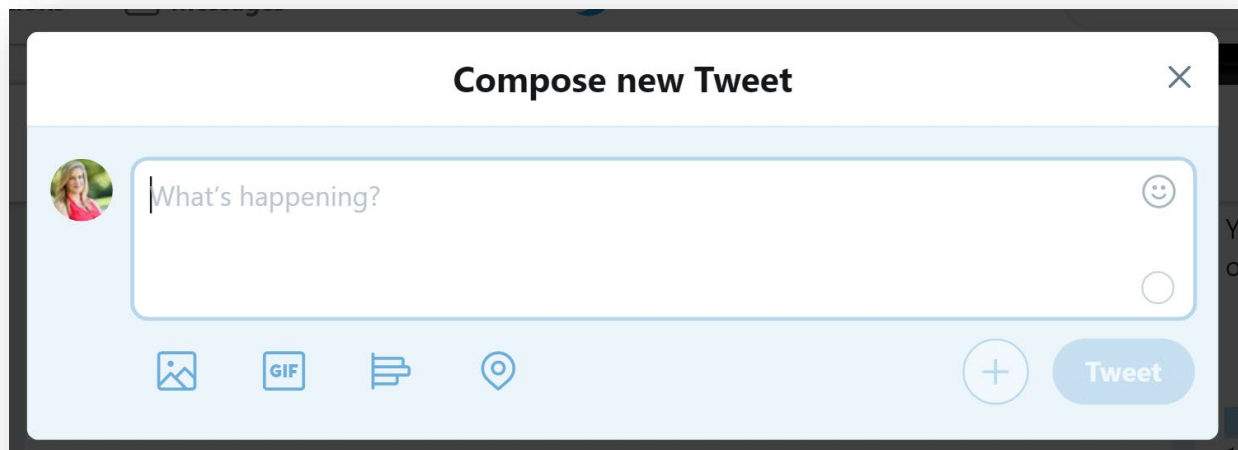


This button is always at the top right next to your profile picture in the menu bar (desktop version)



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

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

Tweet

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.

Tweet

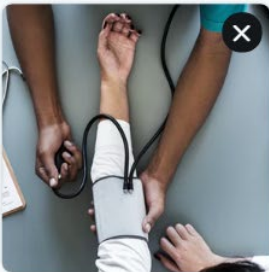
Adding a Photo

- 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

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. |



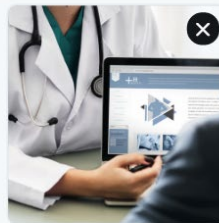
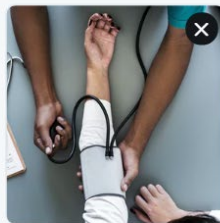
Who's in this photo?



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?

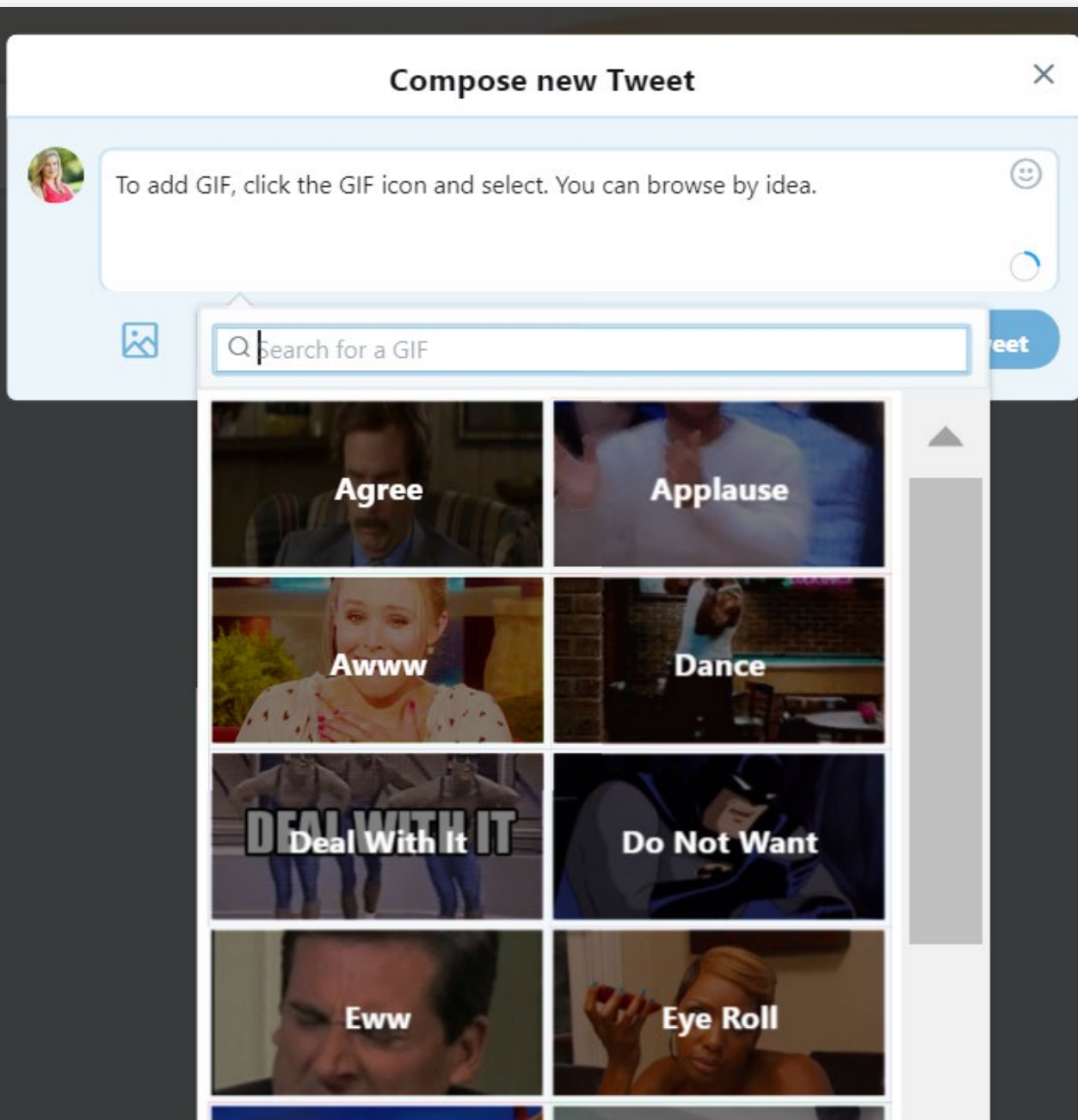


Tweet

32

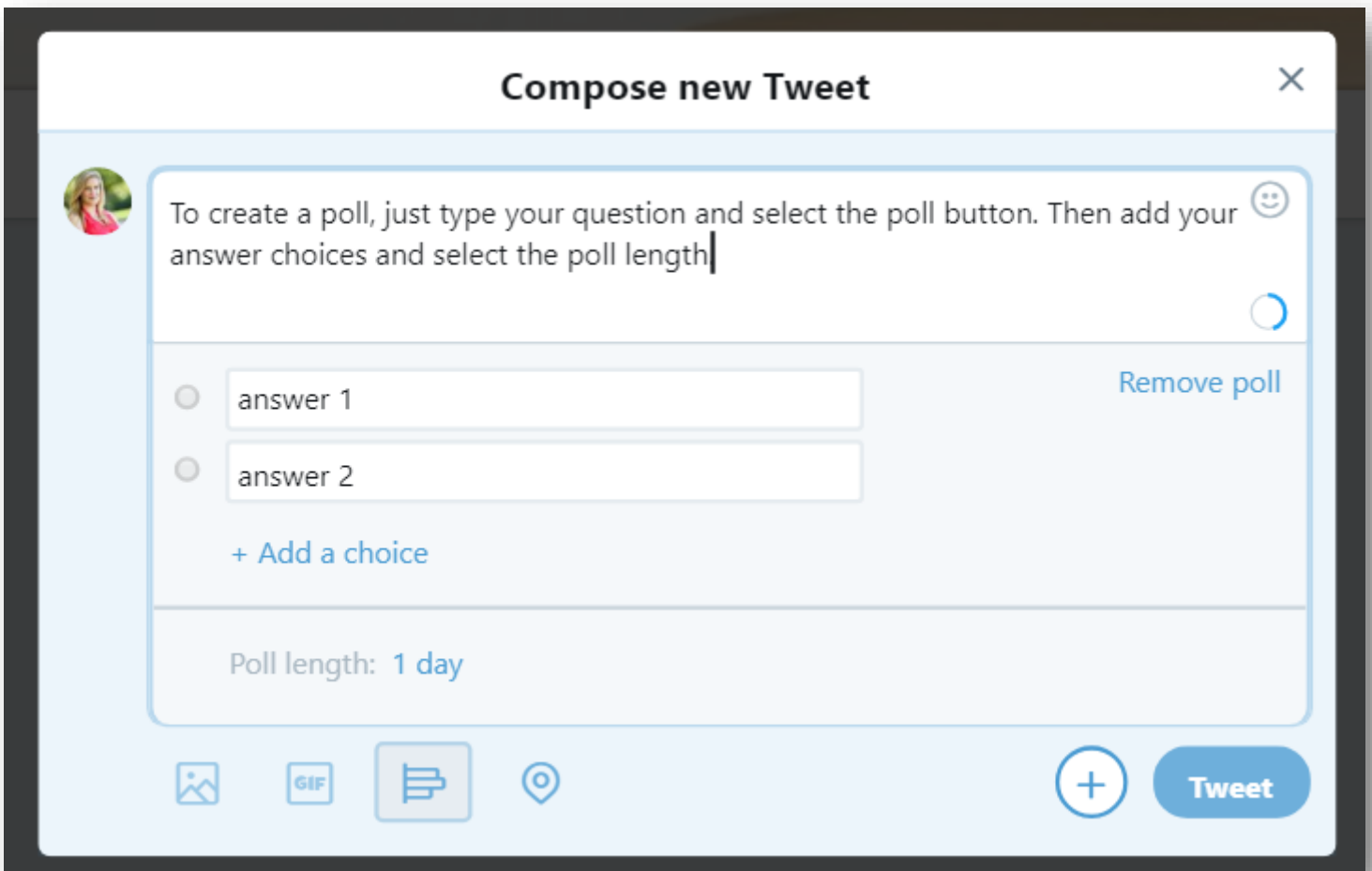
Adding a GIF

- 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



The screenshot shows the 'Compose new Tweet' interface. At the top, the title 'Compose new Tweet' is centered, with a close button (X) on the right. Below the title, on the left, is a circular profile picture placeholder. To its right is a text input area containing the instruction: 'To create a poll, just type your question and select the poll button. Then add your answer choices and select the poll length'. A cursor is visible at the end of the text. To the right of the text input is a smiley face icon. Below the text input is a horizontal line. Underneath this line are two radio button options for answer choices: 'answer 1' and 'answer 2'. To the right of these options is a 'Remove poll' link. Below the answer choices is a '+ Add a choice' link. At the bottom of the poll creation section is a 'Poll length' dropdown menu currently set to '1 day'. At the very bottom of the interface is a row of icons: a photo icon, a GIF icon, a list icon (highlighted), a location pin icon, a plus icon in a circle, and a blue 'Tweet' button.

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 $-2\log L$, AIC?

28% Use a rule (tell us what)

15% Check stats(tell us what)

12% Something else (tell us!)

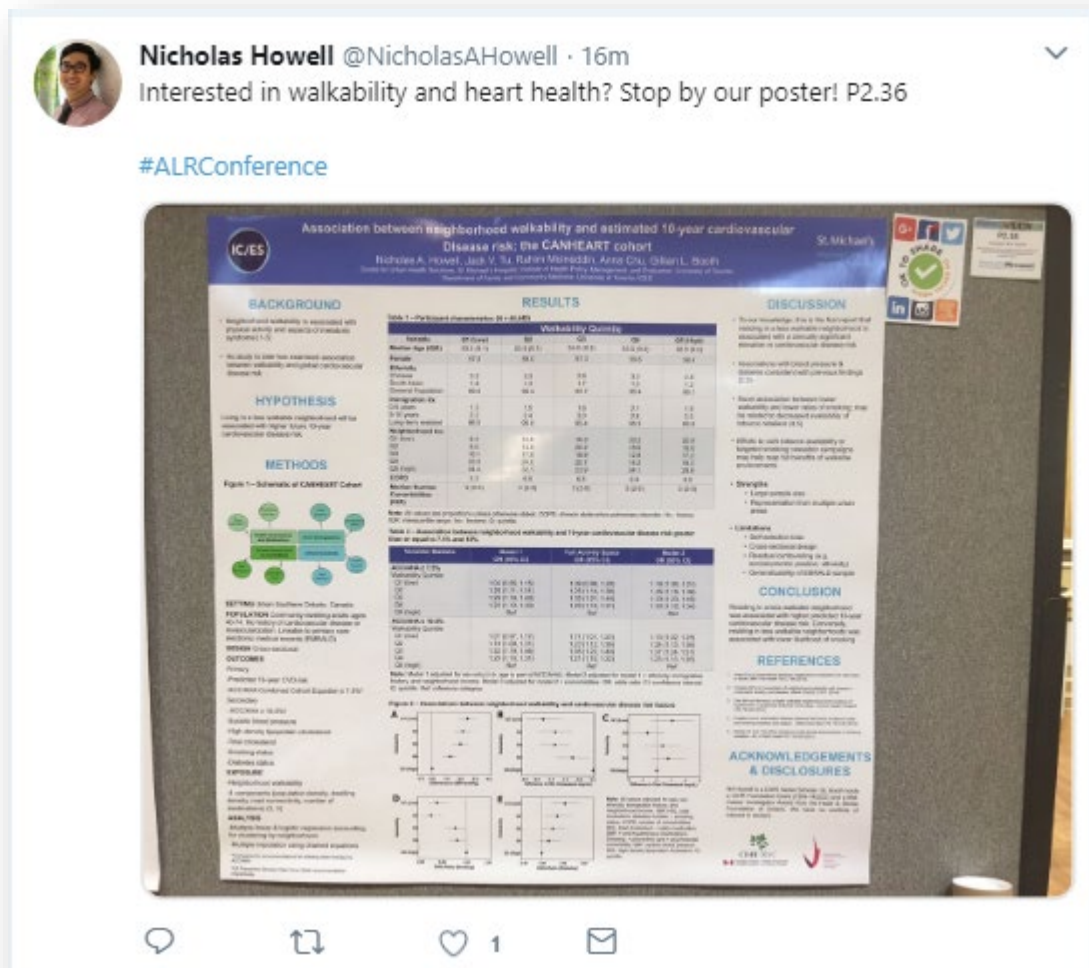
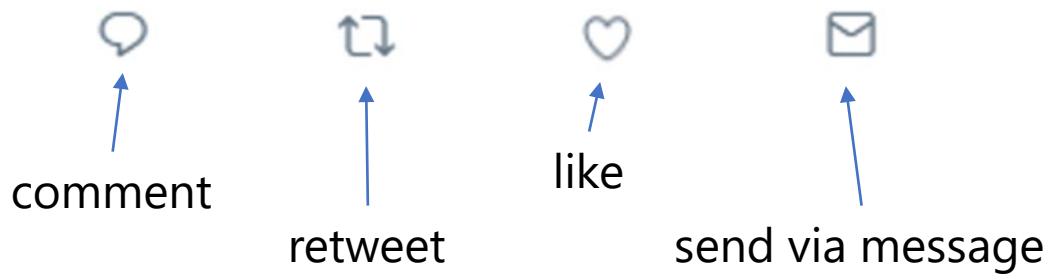
45% Show me

67 votes • Final results



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

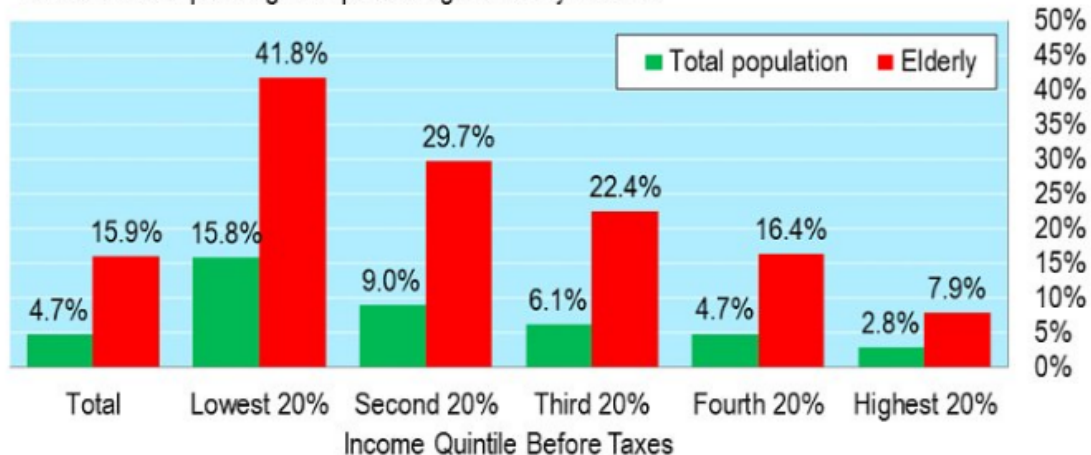


BeyondPrimaryCare @BeyondPrimary · 3h

#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*

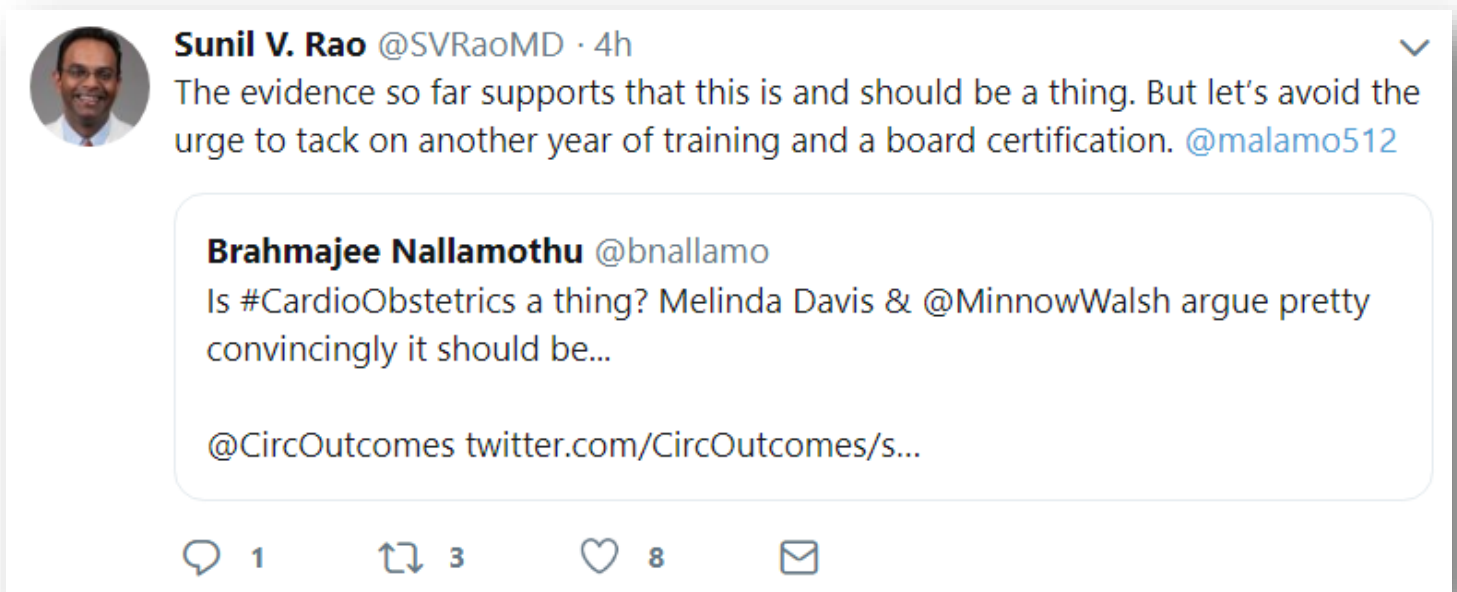


*Direct health spending includes family payments for out-of-pocket medical expenses and health insurance premiums (i.e., excludes employer share of premiums).

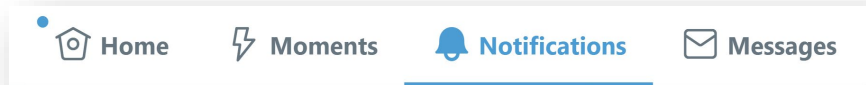


Retweet with comment

- 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.

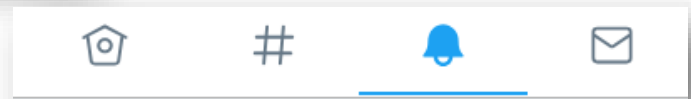


Notifications



desktop view

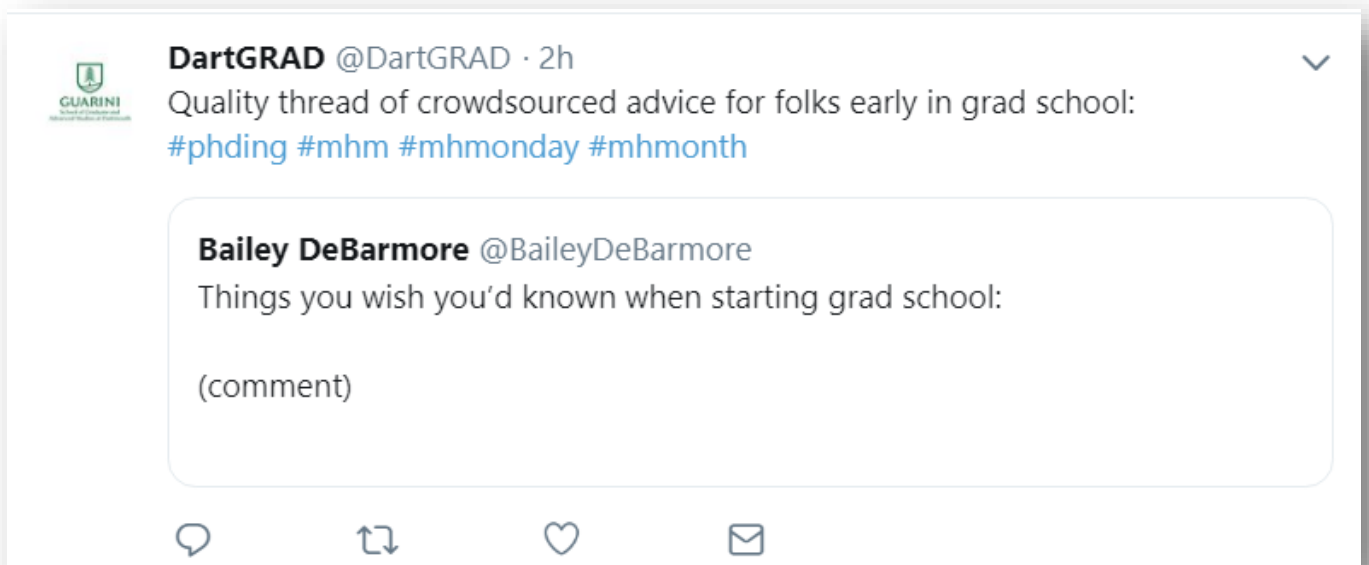
mobile view



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



- Someone retweeted my tweet with a comment



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 @teachepi @SoniaBoender #scicomm
nature.com/articles/d4158...



Julia Simard, ScD liked your Tweet

Anyone have resources for generating IPW with a continuous exposure?
#epitwitter #statstwitter