Twitter Pocket Guide for the 69th World Health Assembly: #WHA69

Twitter handles (usernames)

**Civil Society**
@AlzDisInt
@AmerAcadPeds
@americancancer
@CR_UK
@EI_Healthcare
@FCAforTC
@FMoHealth
@gacd_media
@gavi
@Globalhealthorg
@GTFRCC
@HealthCaribbean
@HealthZA
@ifansa
@IntDiabetesFed
@IntFedAgeing
@IOGTInt
@IPAWorldorg
@ippf
@KHCFKHCC
@Kreftforeningen
@McCabe_Centre
@MinofHealthUG
@minsae
@MSHealthImpact
@ncdaction
@ncdalliance
@NCDchild
@NCDFree
@NCIGlobalHealth
@officialdohgov
@PFCDGlobal
@TheLancet
@TheUnion_TBLH
@uicc
@UK_HF
@WCRF_UK
@wcrfint
@wef
@worldheartfed
@WorldVision

**Intergovernmental**
@pahowo
@PMNCH
@SustainDev
@UN
@UN_News_Centre
@UN_Spokesperson
@UNFoundation
@UNGeneva
@UNICEF
@WHO
@WHOAFRO
@officialdohgov

**Individuals**
@CEOWorldHeart
@CorinnaHawkes
@diederik_johman
@dinamired
@globalgamechng
@jamieoliver
@jfclearywisc
@JuhaRehula
@katiedain1
@LisaSglobal
@Mandeep_Dh
@marcwort
@MoetiTshidi
@mtkuluk
@NCITedTrimble
@OneNomadicCat
@OphiraG
@pdoustebaz
@RachelNugent
@richardhorton1
@SandroDemaio
@SaniaNishtar
@ShusmitaKhan

**Missions**
@DKUNmisgva
@NLinGeneva
@NorwayInGeneva
@SwedenGeneva
@UKMissionGeneva
@usmissiongeneva

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**Side event on 26 May, 17h45 - 19h15, Room VIII**

‘Are we making the right investments for optimal cancer control? A global dialogue’

@DGHisham
@IarcWild
@IOMP_Official
@ISR_Radiology
@KKMPutrajaya
@Minsa_Peru
@MoHFW_INDIA
@mohwpr
@myESMO
@thewpca
@UICC
@WHO
Tips for using Twitter during the WHA

**Be their ears & eyes too**
For every person physically present during the event, there are probably hundreds (if not thousands) of ‘remote participants’ watching from afar, many wishing they could have had the same opportunity. Try to stay conscious of what your followers and other remote participants might be most interested to read, see or find out - and not only what you want to tell them.

**Use a Twitter-friendly tone**
Strive for an approachable communication style that is authentic and friendly without being overly formal. Remember that your followers track you because of what you say and who you are. Try to relate what you hear during the event to your own knowledge and experience, by sharing your reactions and opinions openly.

**Be original**
Your tweets will be valued most by your followers if they include something they could not easily obtain or find out elsewhere (e.g. your opinion; a useful link to an interesting site or article; visual element; a relevant hashtag; another user’s username). Don’t hit the retweet button without including your own view or added value, and avoid posting overused rhetoric about an issue. Stay fresh.

**Use the event #hashtag(s)**
The more people who use the same hashtag(s), the more likely they are to connect with one another and share thoughts and ideas. Furthermore, hashtags help users to follow the discussion: When you click on an hashtag, you’ll see other tweets containing the same keyword or topic. Please use the hashtags #WHA69 and #WHA2016 during the event.

**Be a Twitter advocate**
Remind other delegates that they can also tweet from the event. If someone tells you something interesting or important, encourage them to tweet about it. If they are not Twitter users, take a few minutes to tell them why they would benefit if they were. Encourage them to sign up and follow you!

**Quote of the day**
If you must tweet direct quotes, listen out for particularly incisive or original comments, and quote them for what they say, not who said them. Insert the speaker’s username in your tweet. Avoid repeating what the high profile speakers say, they’ll be tweeted and reported by everyone.

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**A picture worth a thousand words**
Visuals are the most well liked and likely to be shared type of content on social media. Use the same rules for photos and videos as you do for text content: Add value for your followers and give them something they cannot get elsewhere, such as photos of presentation, conclusion slides, new data or the cover of a publication you have seen for the first time at the event.

**No time like the present**
Twitter is about real-time information: Tweet about what’s happening in the present. It is hard to find the time when you are taking part in an event, but commenting and responding in real time to others’ posts adds real depth and value to discussion.

**Engage your online community**
Twitter is a great tool to engage and interact with your online activity: Use Twitter handles to mention other users in your tweets, interact with other users by replying to their tweets, encourage users to express their opinion by asking questions. Twitter is a social network, so be social.

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**TWITTER GLOSSARY**

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tweet</td>
<td>A 140-character message posted via Twitter</td>
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<tr>
<td>@username</td>
<td>A Twitter handle is how you’re identified on Twitter (e.g @UICC)</td>
</tr>
<tr>
<td>@</td>
<td>The @ sign is used to mention / identify other users in a tweet</td>
</tr>
<tr>
<td>#</td>
<td>A hashtag is used to highlight keywords or topics (e.g #2015WCLS)</td>
</tr>
<tr>
<td>Link</td>
<td>A hyperlink to an online information source</td>
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<tr>
<td>Follow(er)</td>
<td>To follow someone on Twitter is to subscribe to his or her tweets</td>
</tr>
<tr>
<td>Reply</td>
<td>A tweet beginning with @ and posted in reply to another user’s tweet</td>
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<tr>
<td>Retweet (or RT)</td>
<td>A Tweet by another user, forwarded to you/by you.</td>
</tr>
<tr>
<td>Favorite</td>
<td>A tweet marked with the star icon to indicate that you liked this specific tweet</td>
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