1) WHAT IS X (FORMERLY TWITTER)? WHY USE IT?
- A popular social media platform for physicians, researchers, medical journals, patient advocates & YOU!
- Easy to use and get involved
- Provides the capability to discover and share real-time content
- Information is shared via 280-character posts

2) WHERE DO I SIGN-UP?
https://twitter.com/
- Click on the ‘sign-up’ option.

3) WHAT DO I NEED TO SIGNUP?
- your name
- a user name or 'handle' begins with @
- a unique email address or phone number
- a password of your choice

Create

4) HOW DO I CREATE MY ACCOUNT?
- Keep your handle simple: try to make it as close to your name as possible or related to your work – cryptic handles are hard to find / remember
- Profile photo: Use a personal photo or avatar; don’t leave blank because the account looks fake
- Banner picture: add for enhancement (optional)
- Bio: 160 character description of who you are
  - Institutions may require a statement that your posts are your own and not a reflection of your institution.

5) HOW DO I CONNECT WITH OTHERS & BUILD A COMMUNITY?
- Search for the name of an individual or organization and visit their official X (Twitter) page (eg @ApolloNetwork13). On the right side, you will see an oval black circle that says "follow".
- Simply click that button and you will immediately become a follower
- Following others & 'liking' content motivates others to follow you
- APOLLO (Laurie Russell) has a list of handles of consortium members

6) HOW DO I POST ON X?
- Click blue “Post” button & compose your message
- Limit: 280 characters
- ‘Mention’ others by including their handle
- Posts cannot be edited - if you made an error or don’t like your post, click ‘delete’ and start over

7) ENGAGING WITH CONTENT
- LIKE: Click or tap the like icon and it will turn red, confirming that you’ve liked the post.
- Share: Click the Repost button
  - Repost as ‘Quote’ to share with comments

8) OTHER TIPS
- # symbol indicates a hashtag – used to group posts together by topic, theme, event, etc. Add relevant hashtags to your post to reach a broader audience - e.g. #kidneytransplant, #APOLLO

9) CAUTIONS | GOOD PRACTICES
- Your posts can be shared and may persist even if an original post is deleted
- Stay aware that you are speaking to the world (incl. family, supervisors)
- It’s OK to start by following others without actively posting
- Be positive | Have fun!

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