

An Introduction to Professional Use of Social Media for INS Members

Purpose:

- Raising visibility of our field and of neuromodulation therapies and research
- Helping INS members promote their and their fellow members' work
- Encouraging connection and networking in our global community and beyond

Social Media Platforms: Twitter, Facebook and Instagram

Follow the INS and *Neuromodulation* Journal at: @IntlNeuromod and @JNeuromod



Twitter is a very short message system accessed through a web or mobile interface. Researchers often use the medium to connect to others with similar interests, for instance, sharing slide photos or pearls of wisdom from meetings or new journal articles.

Signing up for Twitter

You may open a Twitter account at: [Twitter.com/signup](https://twitter.com/signup). For your account name, try to use a short, easy to spell, and not-unprofessional username.

Sharing Links

You may share [content alerts](#) from our journal.

Interactions

A stream of tweets differs from an interaction over email, and is more asymmetric, because you can follow (and on your Twitter screen, automatically see tweets from) people or organizations that do not necessarily follow you back, and so would not automatically see your tweets themselves.

However, you can click the “reply” button to publicly send anyone a comment regarding something they tweeted. Meanwhile, clicking on a comment someone else has made expands the view to show the preceding tweets that were exchanged during the conversation.

(We would be grateful if you keep in mind, if your message mentions INS, that the society does not endorse any particular product. Therefore, **please take care to refrain from composing tweets that include company or product names and commercial messaging if your tweet will also refer to INS, the journal *Neuromodulation*, INS and chapter conferences, or INS tweets.**)

Choosing Who to Follow on Twitter

Anyone can view who you follow on Twitter. When looking for appropriate professional accounts to follow, you may find them:

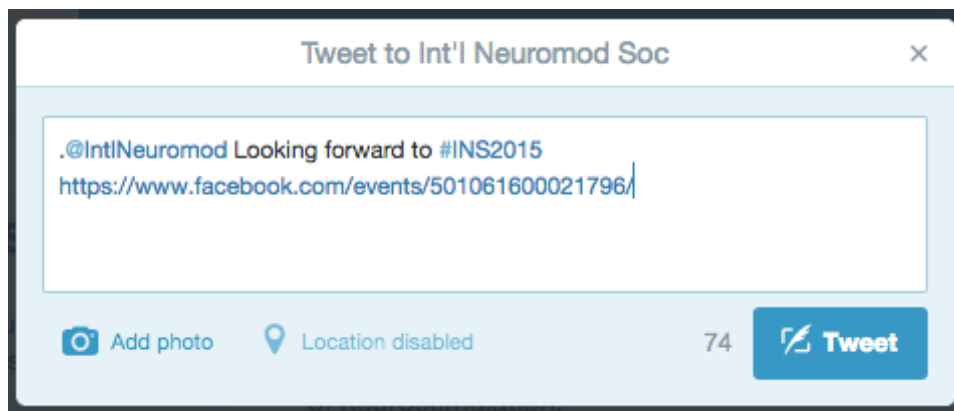
- Through keyword search, by entering someone’s full name to find his or her Twitter “handle” and clicking the “follow” button that appears under that mini-profile.
- By checking what is recommended to the left of your interface
- By choosing to follow someone who you have been notified has begun to follow you
- Beyond those simple methods, you may explore in more depth:
- By navigating to a list of the accounts someone else is following
- Or viewing a list of accounts someone has organized around a topic

On your Twitter screen you will see a reverse chronological list of tweets from the accounts you follow.

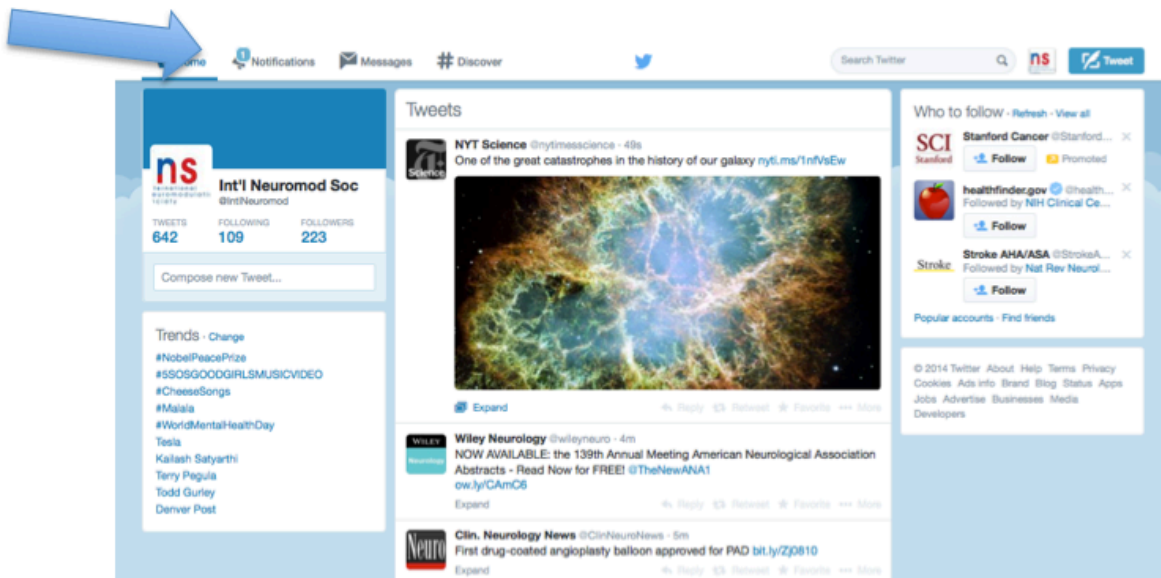
How to Retweet

If you would like to share content you see on Twitter with your followers, you may click “Retweet” (a small button on the lower right of the message).

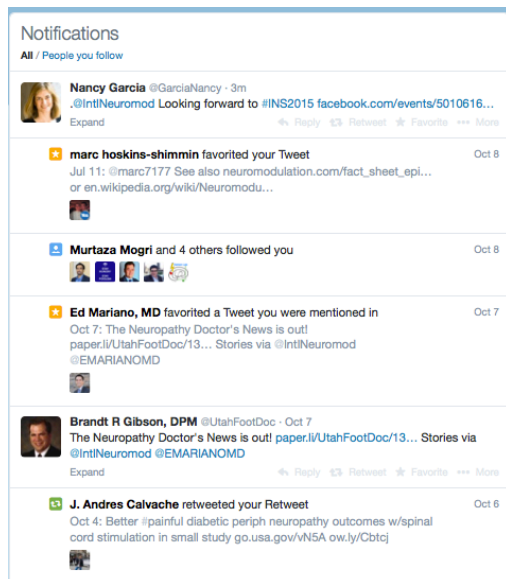
If your message starts with that account’s Twitter handle, and you want all your followers to see it too, place a period at the very start of your reply. That allows the message to appear in your stream seen by your followers and in the stream of the person to whom you are making a comment. For instance:



To engage with an account, in addition to replying, you may add that account to the end of the message (for instance, @IntlNeuromod for INS, and @JNeuromod for *Neuromodulation*), and that account will receive a notification.



Below, clicking on the “Notification” tab brings up a chronological list of interactions that involve your account:



Congratulations on learning about this!

This guide should be a start for you to begin trying Twitter out and learning by the examples you notice there. Twitter has a support / help area (found in the small grey box on the right of your home page), with tips for getting started, creating a profile, posting, and more:

<https://support.twitter.com/>.

For additional guidance, you may see:

- A page of social media [advice](#) from the INS Public Education, Outreach and Website Committee
- Wiley's [Guide](#) to Twitter best practices for Journal Editors and Authors

Tweeting about Scientific Meetings

Once you get comfortable using Twitter, the following tips can help you tweet from scientific meetings you attend.

The participation is valuable for sharing highlights with people who cannot attend, starting or joining conversations about information presented, and for networking with peers in other locations.

Live tweets from meetings will include some, or all, of the following content.

Hashtags – A short identifying label, beginning with a “hash” sign (#), which has generally been previously selected by meeting organizers for inclusion in tweets about the meeting. The hashtag is an organizational tool for people to follow a topic, so that anyone can click the hashtag or search that hashtag to view all the tweets that include it.

A rule of thumb is to use no more than approximately three hashtags per tweet; for instance, a tweet may include: #INS2021 and #pain and #neuromodulation.

When preparing slides, presenters are welcome to include the meeting hashtag and their Twitter handle. In addition, they may even note their Twitter handle on their name badge.

Presentation content – Tweets from a meeting typically show a photo of a slide, a comment from a speaker, or a summary of data presented, as well as, occasionally, links to cited literature, or a thought-provoking question.

When sharing comments made from the podium, please allow room to include the name of the speaker, and, when available, his or her Twitter handle.

Mentions – To mention colleagues you would like to alert or invite to respond, add their Twitter handle.

For example, a tweet referencing an article in the INS journal, *Neuromodulation*, can mention, at the end, the journal’s and publisher’s Twitter accounts for such content - @JNeuromod and @wileyneurology.

Accounts mentioned this way will receive an alert to notify them; they may retweet the information to extend its reach or reply with a comment; also, mentions inform people who read the tweet about others with an interest in the topic.

Publicity materials – Prior to, or at the start of a meeting, a sense of community can be created around a scientific meeting by sharing some of the anticipation or recognition

being generated about it; for instance, sharing an image of signage or the cover of a meeting program upon arrival, or images of news articles or links to television interviews.

In advance of a meeting, images of web banners or other promotional content can be included in tweets mentioning the upcoming event, as well as a link to the meeting website and comments about attendance.

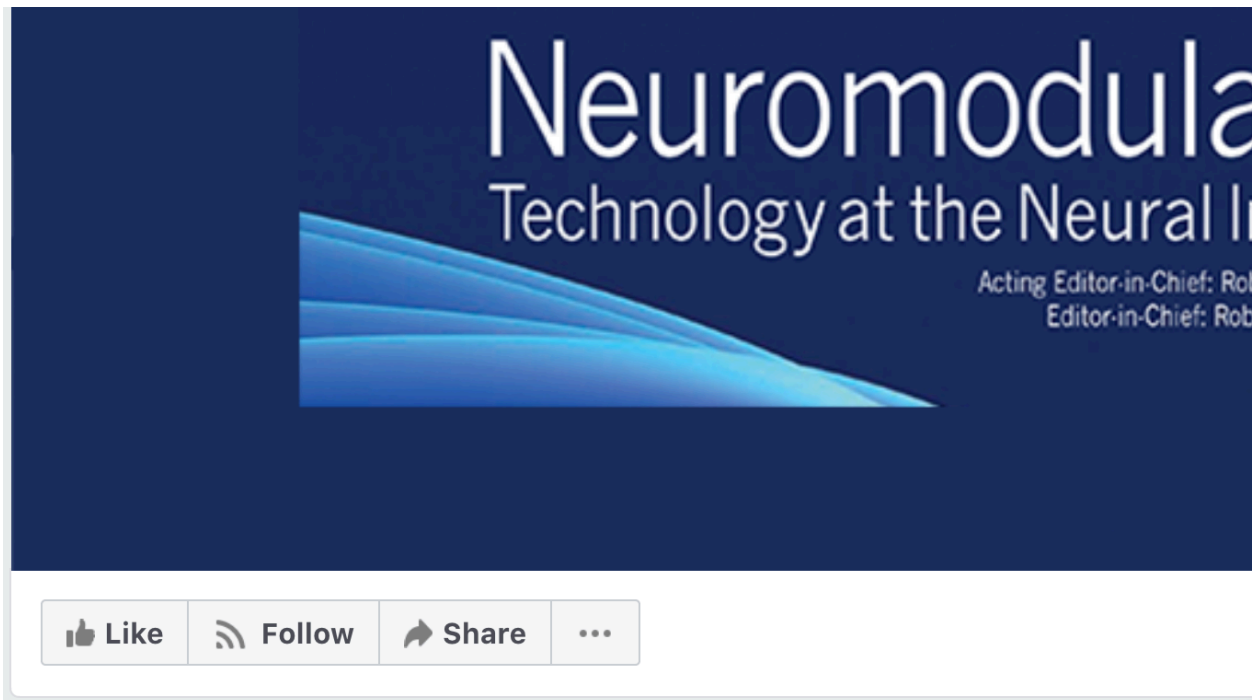
Please note: We request that you do not include company or product names or commercial messaging in tweets that mention INS, the INS and chapter conferences, or our journal, *Neuromodulation*.

Furthermore, we strongly remind members to exercise forethought and caution when composing live tweets at events, since comments about INS offerings, such as scientific program sessions or preconference training sessions, should never appear to be commercial.

To create a Facebook account:

1. Go to www.facebook.com/r.php.
2. Enter your name, email or mobile phone number, password, date of birth and gender.
3. Click **Sign Up**.
4. To finish creating your account, you need to [confirm your email or mobile phone number](#).

With an account, you can click to both “follow” and “like” the Page of an organization that interests you or that you support.



On a particular Page itself, you will see announcements, photos and videos, links, and other information that the organization routinely posts about its activities and topical focus, and you may also see comments or reactions from readers.

- A. When you **follow** a Page, you may also see updates from that Page on your own home screen in your personal News Feed, which is provided via a Facebook algorithm.
 - a. To **follow** a Page:
 - i. Go to the Page, for instance, the “Neuromodulation Journal” account has the following page on Facebook:
<https://www.facebook.com/JNeuromod/>
 - ii. Click **Follow**.
 - b. **Tip:** You can help accelerate visibility of our content. If you “like”, comment, or share an individual post from INS or its journal, your interaction increases the chances the algorithm will display that post and INS content on the News Feed of other people, such as those who follow or have “liked” the Page, or their friends.

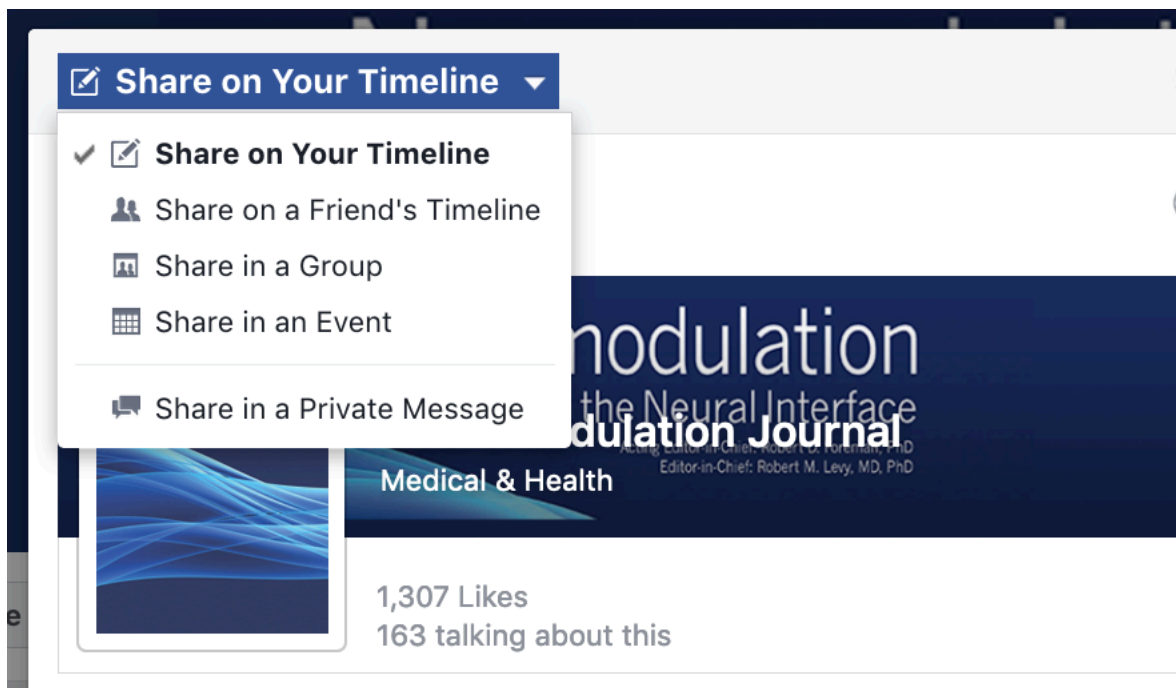
So, interacting in some fashion with the posts will increase their visibility and spread.

- B. To signal your support for a particular Page, you should **like** it.
 - a. To **like** a Page:
 - i. Go to the Page.

Click  **Like**, which appears in the desktop view here below the Page's cover photo:



- C. You can also **share** a Page by clicking that option and from the pull-down menu, select a choice to share to your own timeline, a friend's, in a private message, etc.



To learn more, see: <https://www.facebook.com/help/>



Instagram is a social media app that allows users to share photos and videos from their lives, add captions, edit filters, tweak settings, engage with others, explore, etc. (Individual posts cannot include any links, but can include keywords shown as #hashtags for ease of discovery of a particular topic in search, such as #INS2021 for that year’s biennial world congress.)

To create an Instagram account from a computer:

1. Go to **instagram.com**.
2. Click **Sign up**, enter your email address, create a username and password or click Log in with Facebook to **sign up** with your Facebook account.
3. If you register with an email, click **Sign up**.

To create an Instagram account from a smart phone:

1. Download the Instagram app from the App Store (iPhone) or Google Play Store (Android).
2. Once the app is installed, tap to open it.
3. Tap Sign Up With Email or Phone Number (Android) or Create New Account (iPhone), then enter your email address or phone number (which will require a confirmation code) and tap Next.



<https://help.instagram.com/>