

# Social Media Guide

## Johns Hopkins Critical Care Rehabilitation Conference

We are utilizing social media to create a VIRTUAL SPACE for discussion.

Social media allows discussion with those who are unable to attend and permits continued discussion after the Conference.



### So what is the big deal?

Twitter has revolutionized social media by making it simple for the world to **communicate in real time.**

### During the Conference, you can use Twitter to:

- Ask questions of organizers & attendees
- Get article citations
- Discuss topics in real time with attendees
- Share documents

Your Social Media Team

#ICURehab  
@ICURehab

Questions about using Twitter?

Tweet Sapna “@SapnaKmd”



Did you know?  
Every year we have millions of impressions via Twitter during the Johns Hopkins Critical Care Conference!

When tweeting, always include the  
conference hashtag:

**#ICURehab**

For Pediatrics add *#PedsICU*

For all conference issues,  
follow us and tweet at:

**@icurehab**



### Conference Speakers and Affiliates to Follow:

- Dale Needham: @DrDaleNeedham
- Sapna Kudchadkar: @SapnaKmd
- PICU Up! Early Mobility: @PICU\_Up
- Michael Friedman: @mkfrdmn
- Annette Lavezza: @OT\_Annette
- Hopkins AMP Program: @HopkinsAMP
- Johns Hopkins Rehab: @RehabHopkins
- Johns Hopkins Medicine: @HopkinsMedicine
- American Speech-Language-Hearing Association: @ASHAWeb
- APTA Acute Care: @AcuteCareAPTA
- APTA Cardiovascular and Pulmonary Section: @APTAcvp
- American Thoracic Society (ATS): @ATScommunity
- ATS Critical Care Assembly: @ATSCritCare



# How do I get started?



Click here to send a new tweet

Search for topics (using a #)  
or people (using a @)

- 1) Sign up at [www.twitter.com](http://www.twitter.com)
- 2) Create a profile name similar to your own
  - a. Keep it short and Easy to remember
  - b. Upload a photo and fill in your bio
  - c. Find friends, colleagues, and attendees to “follow” (start with the list in this guide 😊)
- 3) When you are up and running it will look like this:

The screenshot shows the Twitter profile for Hopkins ICU Rehab (@icurehab). The profile header includes navigation tabs (Home, Moments, Notifications, Messages), a search bar, and a 'Tweet' button. The profile picture is a circular logo with a blue stick figure and a heartbeat line. The bio reads: 'Hopkins ICU Rehab @icurehab Johns Hopkins Critical Care Physical Medicine and Rehabilitation Baltimore, MD hopkinsmedicine.org/pulmonary/rese... Joined November 2013'. A 'Follow' button is visible. The main content area shows a tweet from Hopkins ICU Rehab (@icurehab) about a conference. The 'Who to follow' section lists Dale Needham, Selina Parry, and Johns Hopkins Rehab. Callout boxes point to: 'Your profile information' (bio area), 'Your twitter “feed” – the comments you and our followers write' (tweet area), and 'Suggestions of individuals to follow:' (Who to follow section).

Your profile information

Suggestions of individuals to follow:

Your twitter “feed” – the comments you and our followers write

# Speaker Handles



**Judith Ascenzi**

**@JudyAscenziJHH**

**Sean Barnes**

**@DrSeanBarnes**

**Amy Bayliss**

**@amy3187**

**Martin Brodsky**

**@MBBrodskyPhD**

**Emily Carlton**

**@EmilyG\_Carlton**

**Kelly Casey**

**@KellyCasey\_OT**

**Deadria Clarke**

**@Deadria101**

**Michelle Cvach**

**@CvachMichelle**

**Kelly Daley**

**@kdaleykelly**

**Eleni Flanagan**

**@EleniFlanagan**

**Michael Friedman**

**@mkfrdmn**

**Krista Hajnik**

**@KristaHajnik**

**Stephanie Hazen**

**@Steph\_Hazen**

**Stephanie Hiser**

**@StephHiserDPT**

**Megan Hosey**

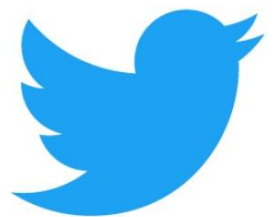
**@DrMeganHoseyPhD**

**Erik Hoyer**

**@hopkinsamp**

**Yun Kim**

**@YunChung8**



# Speaker Handles



**Therese Kling-Cole**

**@trecole7**

**Sapna Kudchadkar**

**@SapnaKmd**

**Sowmya Kumble**

**@skumble1**

**Kerry Lammers**

**@kerry\_lammers**

**Annette Lavezza**

**@OT\_Annette**

**Hallie Lenker**

**@hallenk33**

**Danny Ludwig**

**@dannyludwigPT**

**Dale Needham**

**@DrDaleNeedham**

**Karin Neufeld**

**@DrKarinNeufeld**

**Ann Parker**

**@AnnEkedahl**

**Caroline Potter**

**@CarrieCCLS**

**Nicole Schechter**

**@NicoleSchech**

**Meghan Shackelford**

**@NPMeghanShack**

**Kerry Vela**

**@JHHPedsPT**

**Emily Warren**

**@EmilyHWarren**

**Daniel Young**

**@DLYoungDPTPhD**

**Sam Young**

**@undercovercns**

**Jennifer Zanni**

**@jenzanni**

**Elizabeth Zink**

**@ZinkBetsy**

