**Getting started on Twitter – your 30 day Twitter Challenge**

Welcome to the 30-day Twitter challenge. Before you get started, if you have yet to get a Twitter account, make sure to spend a couple of minutes signing up to Twitter: <https://support.twitter.com/articles/100990>

Now it’s time to get involved!

1. Use the Twitter search tool\* to find the BDA’s account, and follow us. Our username is: **BrDieteticAssoc**
2. Are **your colleagues** on Twitter? You could follow them too to see how other dietitians and professionals are using Twitter.
3. Think about things you could tweet about. Today you could tweet: *Have you made of use of the @BrDieteticAssoc* ***Food Fact Sheets****? View them at bda.uk.com/foodfacts/home*
4. **Follow @DietitiansWeek** as this event is fast approaching and lots of the activity will be on social media!
5. Retweet\*\* a post that @BrDieteticAssoc has posted in the last few days that might be relevant to your followers you have on Twitter already.
6. Follow **influential leaders** in the sector like **@SuzanneRastrick** to read what they are tweeting about.
7. Follow **@WeAHPs** and retweet something they have said recently to ensure the expert dietetic voice is heard too.
8. Tweet about a **BDA Food Fact Sheet**. For example: *Have you seen the BDA’s free Food Fact Sheet on xyz? Read it online bda.uk.com/foodfacts/home*
9. Follow @The\_HCPC for updates from the **Health and Care Professions Council**.
10. Have a go at using a **hashtag\*\*\***. Hashtags make it easier to find and search for tweets on the same subject matter.
11. Try tagging someone in your tweet by including their **Twitter handle\*\*\*\***. For example: *Looking forward to* ***@DietitiansWeek*** *in June this year!*
12. Twitter is a great place **to bust nutrition myths**, why not help the cause? You could tweet: *#Detoxing is unnecessary, our body is capable of detoxing itself.*
13. Follow some other useful **BDA accounts**, whose Twitter handles can be found on our website: <https://www.bda.uk.com/media/socialmedia>
14. **Use the search tool** to search a hashtag, for example search *#Dietitian* then see what other people have being saying about this topic too, so you can join in useful discussions\*\*\*\*\*.
15. Follow the **Journal of Human Nutrition and Dietetics** @JHNDEditor & **Practice-based Evidence in Nutrition** @pennutrition for the latest in research & evidence
16. Tweet about a great article you’ve read in PEN or JHND, including the article link & tag the outlets handle.
17. Has something caught your eye? Retweet a post that @BrDieteticAssoc has posted in the last few days.
18. Are you following **@DieteticsToday** – the official Twitter account for the BDA’s member magazine? Follow this account & retweet a recent post.
19. **Follow @senseaboutsci** – the official Twitter account for Sense About Science, a Dietitians Week partner and fellow advocates for evidence-based messages.
20. Tweet one of the BDA’s fab **social media graphics** that you can download online at: <http://bit.ly/2lu8Zdg>\*\*\*\*\*\*
21. With **Dietitians Week** fast approaching, you could tweet the 2017 Dietitians Week logo (download here: dietitiansweek.co.uk) and tag @DietitiansWeek
22. Have you visited **@BDAprof** – the account for our Education and Prof. Development team? Take a look and retweet one of their posts.
23. Are you a **BDA specialist group** member? Why not see if your group is on Twitter by using the search tool?
24. Use the search tool to see if your **BDA branch member** is on Twitter.
25. Did you enjoy this month’s Dietetics Today? Why not tweet about an article you enjoyed and tag **@DieteticsToday**
26. Visit our news page (<https://www.bda.uk.com/news/list>) which showcases our latest **press releases**. Tweet a link to a recent release that you like, to spread the word.
27. Working in a **specialist area**? Use the search tool to search a hashtag, for example *#diabetes* or *#coeliac*,& see what is being said about this topic.
28. Tweet another of the BDA’s eye-catching **social media graphics**, (available online: <http://bit.ly/2lu8Zdg>). Why not tag @BrDieteticAssoc too?
29. Sign up to our Thunderclap (an automated tweet) through our Dietitians Week Social Media Calendar (dietitiansweek.co.uk) to help us make an impact on Twitter.
30. We hope that you have found our tips useful. It’s now time to write a tweet on any topic of your choice!

If you are still feeling a little unsure, check out the BDA Professional Guidance for Social Media as well as our Social Media training on Moodle. The guidance is particularly helpful at highlighting how and why to avoid online arguments, so that you can feel confident that you are using social media in a professional manner and getting the most out of it

Well done for completing the BDA’s 30 day Twitter challenge! What did you think? Email your thoughts to: dietitiansweek@bda.uk.com

We look forward to joining you online for Dietitians Week from 12-16 June!

\*Find out more about the Twitter search tool: <https://support.twitter.com/articles/132700>

\*\*Find out more about retweeting: <https://support.twitter.com/articles/20169873>

\*\*\*Find out more about hashtags: <https://support.twitter.com/articles/49309>

\*\*\*\* Still unsure about what a **Twitter handle** is? Put simply, a Twitter handle is the ‘@’ symbol, followed by someone’s username. If you include this handle in your tweet (known as tagging), the user will get a notification about this, so that they can retweet or like your post too.

\*\*\*\*\* If you do see any negative comments, it is better to avoid interacting with these users – for more information on dealing with negativity on Twitter, see our BDA Professional Social Media Guidance.

\*\*\*\*\*\*Not sure how to attach a photo or graphic to a tweet? Find out more: <https://support.twitter.com/articles/20156423>

Make sure to read the Dietitians Week social media calendar online too: [www.dietitiansweek.co.uk](http://www.dietitiansweek.co.uk) so that you can get involved in the great activities taking place on social media during the week.