Twitter is a platform to exchange ideas, images and dialogue. It is ideal for pathologists to share and discover new developments in the field, recently published science, and de-identified interesting clinical cases. Twitter has gained in popularity in the pathology field with very active tweeting occurring at meetings, particularly the USCAP annual meeting. For the individual users (tweeters), benefits can include increased international recognition, interaction with other experts in the field, and the maintenance of social contacts.

The Department of Pathology supports the use of Twitter in the academic setting and makes the following suggestions for best practices and tips.

Tips.

1. New to twitter? This is a helpful guide to navigate how to get started and set up a successful account: [http://pathinfo.wikia.com/wiki/Social_Media_Guide_for_Pathologists](http://pathinfo.wikia.com/wiki/Social_Media_Guide_for_Pathologists)

2. Sharing interesting cases or actively posting on new, important manuscripts (yours and others) is a great way to build a following.

3. All tweets must be HIPAA compliant. Be cognizant of sharing too much patient information on tweeted cases, particularly recent cases. Recently diagnosed patients and their families often scour the internet for information. Work to de-identify any cases posted such that they would not be able to recognize that you posted their case.

4. We recommend that you use a professional twitter account for interacting with other pathologists and a personal, separate twitter account for non-academic pursuits, if you chose to use twitter in that fashion.

5. Please use proper decorum when posting and avoid posting unprofessional images (ex. partying with alcohol, politically charged materials). Your tweets represent Johns Hopkins and how we present ourselves to the outside world.

6. We encourage you to be substantive in your tweets. Simply retweeting every article published may not be as impactful as fewer more thoughtful evaluations of the literature. You and your followers will gain more.
7. You are responsible for the content of your tweets.

8. If you have any doubts about the contents of a tweet, don’t post it.