



## Tweet chat guide

A tweet chat is a scheduled, organised conversation on Twitter focused around a specific topic. Anyone can join in a tweet chat, using the designated tweet chat hashtag. Tweet chats are a brilliant way of getting diverse (in every sense of the word) people to engage with one another. People can join in from wherever they are, as long as they have a Twitter account. Tweet chats transcend geographical boundaries and hierarchies. With hundreds of individuals joining a typical tweet chat, they can give senior leaders unparalleled access to colleagues across health and care to seek opinions and feedback.

### Before your tweet chat

- Determine the purpose of your tweet chat. What are you seeking to learn from participants?
- Identify a tweet chat 'working party'. This 'working party' will work together to craft and agree questions, collaborate during the tweet chat itself, and write the report. Included in the working party should be key people involved in the programme of work; comms/social media person to assist with the crafting of the questions and to facilitate the chat; people with analytics experience are useful to help with the post-tweet chat analytics and report.
- Agree whether you need a panel for your tweet chat. A panel can be useful if the tweet chat is about a very specific subject – the panel would ideally consist of subject experts able to answer questions during the tweet chat.
- Agree a date and time for your tweet chat. Tweet chats generally last an hour. While it's impossible to find a date and time that will suit everyone, 7pm on a Tuesday, Wednesday, or Thursday tend to be best. Try to make sure it doesn't clash with any other big events, either on or off Twitter.
- Make sure you identify people to work on the post-tweet chat analysis and report, and that they have time in their diaries after the tweet chat for this task. A tweet chat will often generate thousands of responses. The post-tweet chat analysis can take two to three days to complete.
- Agree on the hashtag you are using for your tweet chat. Make sure your hashtag is registered on [Symplur](#) so that you can get the analytics after the tweet chat.

### Crafting your questions

- A maximum of five questions is ideal for an hour-long tweet chat.
- We recommend an opening question asking people to introduce themselves.
- Make sure your questions are in clear English and avoid jargon. Make sure they are unambiguous and can be quickly read and understood. Questions asking about people's experiences of the topic or issue are generally best.

- A concluding question asking participants to share their one point of key learning from the chat, or a pledge for action, is often a good idea.

## Promoting your tweet chat

- Design a graphic (Twitter card) to promote your tweet chat. A couple of examples are below – if you have panellists for your tweet chat you might like to include headshots as below.
- If you don't have a graphics package like Photoshop, we recommend Canva. Basic accounts are free. There is a template for Twitter images so they will be the perfect size.



**#ProjectM: Supporting managers and team leaders to support each other**

Help shape the future of #ProjectM, our new initiative for NHS managers and leaders

**Join the second tweet chat on Wednesday 2 December, 7pm – 8pm**

 @NHSLeadership



We are 1.3 million strong. We are all walks of life, all kinds of experiences. We are the NHS.



## Black History Month

You are warmly invited to join our tweet chat

**Thursday 29 October**

**7pm to 8pm**



Prerana Issar,  
Chief People Officer  
for the NHS  
(@Prerana\_Issar)



Dr Agatha Nortley-Meshe,  
Assistant  
Medical Director,  
London Ambulance  
Service NHS Trust  
(@A\_NortleyMeshe)



Benash Nazmeen,  
Specialist Cultural  
Liaison Midwife,  
Bolton NHS  
Foundation Trust  
(@BenashNaz)



Tracie Jolliff,  
Head of Inclusive System  
Development,  
NHS England &  
NHS Improvement  
(@TracieJolliff)



Rob Webster,  
Chief Executive,  
South West Yorkshire  
Partnership NHS  
Foundation Trust  
(@NHS\_RobW)

**#BlackHistoryMonth #OurNHSPeople**

Tweet chat hosted by @HorizonsNHS

- Get in touch with key influencers related to your tweet chat topic to ask them to promote your tweet chat.

## Example schedule

Once your tweet chat questions are agreed, create graphics (Twitter cards) for each question (including any branding as appropriate).

Examples are below.



**#ProjectM: Supporting managers and team leaders to support each other**  
Wednesday 2 December, 7pm – 8pm

**Question 1**  
Introduce yourselves! #HelloMyName is....

Please include 'A1' at the start of your response along with the hashtags #ProjectM and #OurNHSPeople



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**#ProjectM: Supporting managers and team leaders to support each other**  
Wednesday 2 December, 7pm – 8pm

**Question 2**  
You told us that during 2020 a key challenge has been building trust within your teams. What can be done to support this?

Please include 'A2' at the start of your response along with the hashtags #ProjectM and #OurNHSPeople



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**#ProjectM: Supporting managers and team leaders to support each other**

**Q1.** Introduce yourselves! #HelloMyName is...

**Q2.** What support do you need to continue to build trust within your teams?

**Q3.** How can we ensure peer groups are safe and inclusive?

**Q4.** What kind of resources would help and support team wellbeing?

**Q5.** What will you take away from this chat to help you in the next week or month?

**Wednesday 2 December, 7pm – 8pm**  
Join in with the live discussion on Twitter by using the hashtag #ProjectM

 @NHSLeadership



We are 1.3 million strong. We are all walks of life, all kinds of experiences. We are the NHS.

Schedule your tweets before the chat using whatever platform you prefer (eg Tweetdeck, Hootsuite).

Below is a suggested schedule. The schedule assumes the tweet chat will start at 7pm – if your tweet chat starts at a different time, amend the times accordingly.

The suggested schedule below includes some sample standard text – you'll need to add text relevant to your tweet chat in the spaces that are in italics and square brackets.

Time	Tweet
1850	The <a href="#">#xxxx</a> tweet chat starts in 10 minutes! We're looking forward to seeing you there. Here's the questions we'll be asking: <i>[add relevant graphic]</i>
1855	The <a href="#">#xxxxx</a> tweet chat is starting shortly! If you'd like to join but are but are unsure where to start, please don't worry! We hope these tips will help: <a href="https://nhshorizons.passle.net/post/102f19e/tips-for-taking-part-in-a-tweet-chat">https://nhshorizons.passle.net/post/102f19e/tips-for-taking-part-in-a-tweet-chat</a>
1900	Hello and welcome to the chat! <a href="#">#HelloMyNamels</a> xxx, <a href="#">@xxx</a> and I'm delighted to be facilitating tonight's tweet chat. Please introduce yourselves....and don't forget the hashtags <a href="#">#xxxx</a> <i>[add relevant graphic]</i>
1905	Hello and welcome to the chat! <a href="#">#HelloMyNamels</a> xxx, <a href="#">@xxx</a> and I'm delighted to be facilitating tonight's tweet chat. Please introduce yourselves....and don't forget the hashtags <a href="#">#xxxxx</a> <i>[add relevant graphic]</i>
1906	QUESTION 2 <i>[insert question text]</i> Please add A2 & <a href="#">#xxxxx</a> to your answers so that we can find them! <i>[add relevant graphic]</i>
1910	If you'd like to join the <a href="#">#xxxx</a> tweet chat but are unsure where to start, please don't worry! We hope these tips will help: <a href="https://nhshorizons.passle.net/post/102f19e/tips-for-taking-part-in-a-tweet-chat">https://nhshorizons.passle.net/post/102f19e/tips-for-taking-part-in-a-tweet-chat</a>
1911	REMINDER OF QUESTION 2 <i>[insert question text]</i> Please add A2 & <a href="#">#xxxxx</a> to your answers so that we can find them! <i>[add relevant graphic]</i>

1915	If you're just joining us, you're very welcome. Here's the questions we're asking – please include A (number of the question you're answering) & <a href="#">#xxxxxx</a> in your replies! <i>[add relevant graphic]</i>
1918	QUESTION 3 <i>[insert question text]</i> Don't forget A3 & <a href="#">#xxxxx</a> in your replies! <i>[add relevant graphic]</i>
1925	REMINDER OF QUESTION 3 <i>[insert question text]</i> Don't forget A3 & <a href="#">#xxxxxx</a> in your replies! <i>[add relevant graphic]</i>
1932	QUESTION 4 <i>[question text]</i> Please add A4 & <a href="#">#xxxxx</a> to your replies! <i>[add relevant graphic]</i>
1935	If you're just joining us, you're very welcome. Here's the questions we're asking – please include A (number of the question you're answering) & <a href="#">#xxxxxx</a> in your replies! <i>[add relevant graphic]</i>
1937	REMINDER OF QUESTION 4 <i>[question text]</i> Please add A4 & <a href="#">#xxxxxxx</a> to your replies! <i>[add relevant graphic]</i>
1945	QUESTION 5 <i>[Question text]</i> Don't forget A5 <a href="#">#xxxxxx</a> so we can find your replies! <i>[add relevant graphic]</i>
1950	REMINDER OF QUESTION 5 <i>[Question text]</i> Don't forget A5 <a href="#">#xxxxxx</a> so we can find your replies! <i>[add relevant graphic]</i>
1958	Thanks and next steps – include date of next tweet chat, if appropriate <i>[add relevant graphic]</i>

## Preparing for your tweet chat

Create a document detailing useful information for the tweet chat so that it can quickly and easily be referred to. This could include:

- Key people and their Twitter handles
- Questions, and what time they are scheduled for
- Links to useful information

## During the tweet chat

- We recommend that the core tweet chat 'working party' set up a chat on Teams. This means that the team can chat during the tweet chat, to discuss themes that are arising, support one another. It's an idea to set up the chat 30 minutes before the tweet chat starts for a pre-chat briefing.
- Make sure response tweets have the hashtag in them – otherwise the analytics won't pick them up. If you spot responses without the hashtag, do a 'quote tweet' with the hashtag in.
- Top tip – type the hashtag, highlight and copy it. You can then hit control+v to paste the hashtag in your tweets. This will save you having to type it hundreds of times!
- With hundreds of people joining your tweet chat, it will be impossible for any individual to reply to every single tweet. With your 'working party' try to collectively respond to as many as possible. Meaningful engagement is important – it's not a competition! Try to 'like' as many tweets as possible to show that you have seen the tweet and that the person's contribution is valued.
- Sometimes participants may share in a tweet information that is emotional, or about a bad experience. Please never be afraid of saying sorry that someone has had a bad experience, or of showing compassion. The following may be useful: "I'm so sorry to hear about...What might have made it better?" "Thank you for taking the time to join us and tell us about..."
- NOTE: if you don't typically send lots of tweets, or like lots of tweets in a short space of time Twitter may register this as 'unusual behaviour' and temporarily disable your account. This is why it's useful to have your 'working party' responding to tweets collectively from their individual accounts – there will always be someone available to respond to tweets.

## Tweet chat report

The report is a key part of the process. It's crucial that you identify people to help with the tweet chat report, and that the people have sufficient capacity and support to do the report. Note that the people writing the report don't necessarily need to be social media or comms specialists.

The day after the tweet chat **do some top-line analytics**. This report be no longer than two pages of Word. The report should include:

- A screenshot of Symplur analytics
- Reach data (from Tweetbinder, see below)
- An overview of some of the key themes arising from the tweet chat

A **full tweet chat report** will then be compiled.

The Horizons team will download the report from Tweetbinder (it's a paid account which is connected to the @HorizonsNHS Twitter account). The report is in Excel format. The Horizons team will send this report to a named person within the client team.

The Excel spreadsheet will contain every tweet that includes the tweet chat hashtag. This is why it's so crucial that participants include the hashtag in their responses during the tweet chat. However, it also means the report picks up tweets that you don't need, such as retweets.

There's a simple process to 'cleanse' the spreadsheet:

1. Copy the spreadsheet over to a Googlesheet, or Teams – whatever you prefer. It's important it's a platform that multiple people can collaborate on simultaneously.
2. On the 'tweets' tab of the spreadsheet, click Control F. Then click on the 'replace' tab. Tell it to replace RT @ with 1ignore and apply to all. Filter the relevant column a-z. Highlight and cut all of those with 1ignore at the beginning of the cell and paste them into a new tab named retweets. Once this is done Click Control F again and replace 1ignore to rt (this is because this action will change any occurrence of rt to '1ignore' e.g. the name Stuart would become Stua1ignore)
3. Copy over the top header so that the rows are titled. You can delete the empty cells from the original document
4. Create new tabs – one for each question. Copy and paste the tweets into the relevant tab. There's a few methods for this – you can click Control F and type A2, etc, into the search box (this is why it's crucial to remind participants to include the number of the question they're answering in their responses). There will be tweets that don't include the number – you'll need to copy the tweet url (which you'll find in column F) into a browser to find what question the tweet belongs to.
5. Dealing with replies.
6. On each question/answer tab create a new column titled 'theme'. Agree with your tweet chat team what your broad themes will be. You can theme according to a model such as [in this example report](#), or themes according to your programme of work. When you are theming highlight tweets that are particularly good and that will be useful for the report. You will no doubt have hundreds of tweets to go through and choose from for the report, so this will be hugely helpful for you when you are writing the report.

## **The tweet chat report:**

In your tweet chat report you need to give an overview of the process of the chat, as well as an overview of the outcomes and outputs.

[Here](#) is an example tweet chat report. We suggest you copy the top part, replacing the data with your own where appropriate.

When writing the body of the report, try to give an essence of the sentiment of each theme. Snip some tweets to illustrate the point (the link to the tweet is in column F of the spreadsheet – copy and paste the link into a browser).

## **Twitter Moments**

An addition to, or an alternative to writing a whole tweet chat report is compiling Twitter Moments with key points from the tweet chat.

An example [can be seen here](#) – for the tweet chat on International Women’s Day we compiled a Moment including a curation of responses to each of the questions. (if this link doesn’t work, please visit [@HorizonsNHS Moments](#)).