

# 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.



Your Social  
Media Team

#ICURehab  
@ICURehab

### So what is the big deal?

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

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

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

Questions about using  
Twitter/X?

Tweet Sapna “@SapnaKmd”



Did you know?

Every year we have millions of impressions via social media 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 post on Twitter/X at:

**@icurehab**



### **Conference Speakers and Affiliates to Follow:**

- Dale Needham, FCPA, MD, PhD @DrDaleNeedham
- Michael Friedman, PT, MBA @mkfrdmn
- Sapna Kudchadkar, MD, PhD @SapnaKmd
- Hallie Lenker, PT, DPT @Hallenk33
- Annette Lavezza, OTR/L @OT\_Annette
- Kelly Casey, OTD, OTR/L @KellyCasey\_OT
- PICU Up! Early Mobility @PICU\_Up
- Hopkins AMP Program @HopkinsAMP
- Johns Hopkins Rehab @RehabHopkins
- 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?

- 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:



Click here to post!

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

The screenshot shows the Twitter profile for Hopkins ICU Rehab (@icurehab). The profile header includes navigation icons (Home, Moments, Notifications, Messages), a search bar, and a 'Post' button. The profile picture is a circular logo with a blue stick figure and a heart rate 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 tweet text is: 'Physical Therapy & Early Mobility in the Neonate on ECMO' by Ana Maria Jara @anamariajara from @AllChildrens at 7th Annual Johns Hopkins #ICURehab Conf (Nov. 1-3) Baltimore, MD. Register NOW: bit.ly/icurehab #PedsICU @PICU\_Up @AcuteCareAPTA @APTAcvp @SCCMPresident @SCCM. Below the tweet is a banner for the 'SEVENTH ANNUAL JOHNS HOPKINS CRITICAL CARE REHABILITATION CONFERENCE' on November 1-3, 2018, in Baltimore, MD. The banner also mentions 'Physical Therapy and Early Mobility in'. To the right of the tweet is a 'Who to follow' section with three suggestions: Dale Needham (@DrDaleN...), Selina Parry (@selina\_parry), and Johns Hopkins Rehab (@R...). A 'Find people you know' button is at the bottom right.

**Your profile information**

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

**Suggestions of individuals to follow:**

# Speaker Handles



**Judith Ascenzi**

**@JudyAscenziJHH**

**Sean Barnes**

**@DrSeanBarnes**

**Amy Bayliss**

**@amy3187**

**Martin Brodsky**

**@MBBrodskyPhD**

**Emily Carlton**

**@EmilyG\_Carlton**

**Deadria Clarke**

**@Deadria101**

**Eleni Flanagan**

**@EleniFlanagan**

**Michael Friedman**

**@mkfrdmn**

**Krista Hajnik**

**@KristaHajnik**

**Stephanie Hazen**

**@Steph\_Hazen**

**Megan Hosey**

**@DrMeganHoseyPhD**

**Therese Kling-Cole**

**@trecole7**

**Sapna Kudchadkar**

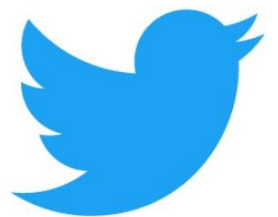
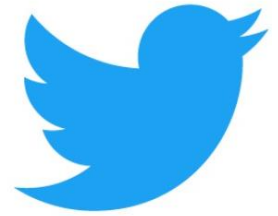
**@SapnaKmd**

**Sowmya Kumble**

**@skumble1**

**Kerry Lammers**

**@kerry\_lammers**



# Speaker Handles



**Jessica LaRosa**  
**Annette Lavezza**  
**Hallie Lenker**  
**Danny Ludwig**  
**Dale Needham**  
**Karin Neufeld**  
**Ann Parker**  
**Caroline Potter**  
**Nilu Rahman**  
**Rachel Santiago**  
**Meghan Shackelford**  
**Kerry Vela**  
**Emily Warren**  
**Sam Young**  
**Jennifer Zanni**

**@JessLaRosaMD**  
**@OT\_Annette**  
**@hallenk33**  
**@dannyludwigPT**  
**@DrDaleNeedham**  
**@DrKarinNeufeld**  
**@AnnEkedahl**  
**@CarrieCCLS**  
**@Nilu\_CCLS**  
**@RSantiago\_SLP**  
**@NPMeghanShack**  
**@JHHPedsPT**  
**@EmilyHWarren**  
**@undercovercns**  
**@jenzanni**

