



# 7 TWITTER TIPS FOR THERAPISTS TO USE

Establish a professional network to find your next opportunity

## 1 FOLLOW POTENTIAL EMPLOYERS AND LEADERS

Therapists should be using twitter to stay current on industry trends. Start by following:

**Speech Therapists**  
@TheSpeechChicks  
@SpeechRoomNews  
@dabblingspeech

**Occupational Therapists**  
@GeekyOt  
@otauast  
@OTsalfordUni

**Physical Therapists**  
@physicaltherapy  
@Jerry\_DurhamPT  
@mikereinold

## 2 IDENTIFY AS A THERAPIST

Create a Twitter profile to use for your professional therapy experiences. By having a separate account, you can focus your activity toward healthcare.

## 3 BE PROFESSIONAL

The profile and cover photo are the first things potential followers/employers see. Add a professional photo of yourself. Define yourself as a therapist with a unique cover photo.

## 4 INTERACT WITH POTENTIAL EMPLOYERS

Retweeting and tweeting at potential employers shows that you are staying relevant with your industry, which helps with name recognition.

## 5 # USE HASHTAGS

Hashtags are the way you navigate through Twitter. You can use them in your bio, tweets and retweets! Many social experts will tell you one to two hashtags per tweet is appropriate.

## 6 UTILIZE “LISTS”

Lists help keep those you follow organized. Once you create a list, you can see what a certain group of people are tweeting about, helping minimize the “clutter” of Twitter.

## 7 TWITTER CHATS

Twitter chats are a great way to get your name out there and demonstrate your expertise. Join #OTalk, #OTalk2US, and #PhysioTalk chat groups to get started!

**Speech Therapists**  
#speechtherapy  
#speechtherapist  
#SLpeeps

**Occupational Therapists**  
#OT  
#occupationaltherapist  
#occupationaltherapy

**Physical Therapists**  
#PT  
#physicaltherapy



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