



EONS Twitter Chat Guidelines¹

EONS Twitter chat is a public Twitter conversation around a specific topic using one unique hashtag. The unique hashtag allows members and participants to follow the discussion and participate in it. The aim of the EONS Twitter chat is to connect EONS members, allow an opportunity for members to discuss a specific topic of interest and encourage member participation on important dialogues relevant to cancer nursing practice. Twitter chats promote social media presence and create interactive communities, allowing a bottom-up direction of communication.

Frequency

EONS Twitter chats will be held for one hour and for a minimum of four times per year. They will be held on the second Thursday of February, June, October and December at 18.00hrs GMT / 19.00hrs CET.

Topics and Experts

Twitter chat topics will be identified by each Working Group (WG). As a guide, WG assignments are:

- February (Advocacy)
- June (Education)
- October (Communication)
- December (Research)

This is to ensure that the WG with relevant specialist knowledge leads the event.

The assigned WG will be responsible for identifying at least two experts who can contribute to the conversation. An expert is someone who has experience in the chosen topic and may be a nurse, a healthcare professional, a policy maker, or a member of the public, if appropriate.

The assigned WG will be responsible for identifying at least three to four questions (one may be a poll), that will help initiate discussion on various aspects of the chosen topic. Questions will be posted at 10-15 minute intervals.

The assigned WG will be responsible for sending invitations to the experts. Experts should also be sent the list of set questions and polls at least a week before the event. Ideally, they should be provided information about the Twitter chat which is listed below:

Twitter chat topic: _____

Twitter chat date and time: _____

1. Moderator welcomes everyone to the Twitter chat.
2. Moderator will prompt expert guests to introduce themselves and provide brief information *e.g.* job title, EONS role where relevant, place of work, country.
3. Moderator will post questions which expert guests are expected to answer.

¹ With thanks to Mary Tanay of the EONS Communications Working Group



Some participants may direct follow-up questions to expert guests during the discussion.

Expert guests may also comment on participants' tweets.

4. Moderator will prompt the expert guests to give a final summary tweet.
5. Moderator closes the Twitter chat.

Moderation

Moderation will be carried out by a member of the assigned WG who has expertise and knowledge about the topic.

The moderator will be responsible for:

Action	Suggested script
Open the Twitter chat, set ground rules and remind everyone to use the twitter hashtag.	<p>Good evening. Welcome to the EONS Twitter chat. My name is _____, I will be hosting this evening's Twitter chat. <i>(may include a brief information e.g. job title, role in EONS, where from)</i></p> <p>May I please remind members to respect each other's opinion.</p> <p>Please use our hashtag #EONSChat in all your tweets, replies and questions.</p>
Providing a brief introduction of the invited experts.	We are joined by [<i>insert number – 2/3/4</i>] experts. May I ask each expert to introduce themselves please.
Post questions in 10-15 minutes intervals and keep to time.	<p>So our first question is: _____</p> <p>Next question,</p> <p>Our final question is...</p>
Encourage discussion by prompting expert guests to comment on questions and other points of view by participants.	<i>(Make comments as necessary; check if there are questions that have been missed and raise with experts, if appropriate)</i>
Request a final summary Tweet from the expert guests.	We only have a few minutes left. May I request our experts to give a final summary tweet about our topic this evening.
Close the Twitter chat, thank the expert guests and participants.	Unfortunately, that is all the time that we have. I would like to thank our expert guests and everyone who participated.



	Continue the discussion outside of the Twitter chat and we hope to see you again on the next one!
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Attendance

Attendance by all members of the assigned WG and Communication Working Group (CWG) during Twitter chats is encouraged.

Advertisement

A scheduled Twitter chat will be advertised weekly and no later than four weeks before the event. One advert will be posted in the EONS newsletter and weekly through the EONS Twitter account.

Hashtag

The hashtag #EONSChat will be used for EONS Twitter chats.

Output

A Twitter chat report will be generated by the assigned WG and posted as a news item in the EONS newsletter. This report will summarise important points raised during the Twitter chat and encourage EONS members to send their thoughts to the assigned WG.

Evaluation

A named member of the CWG will monitor the process. This role entails observation of the process to identify areas of improvement for future Twitter chats.