

The Twitter logo, featuring the word "twitter" in a blue, lowercase, sans-serif font with a white outline and a drop shadow.

Twitter is a free social networking and micro-blogging service that enables its users to send and read messages known as tweets. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as followers. Senders can restrict delivery to those in their circle of friends or, by default, allow open access. Users can send and receive tweets via the Twitter Web site, Short Message Service (SMS) or external applications. While the service itself costs nothing to use, accessing it through SMS may incur phone service provider fees.

Many hospitals are finding Twitter to be a useful marketing/public relations tool. If you are considering becoming a “tweeter” on twitter, consider checking out the links below:

Twitter Web site: <http://twitter.com>

How to twitter effectively: www.paulpduxbury.com/HowToTwitterEffectively09.pdf

Hospital Social Network List: <http://ebennett.org/hsnl/>