

## Diabetes Tweetchat – January 25, 2017

### Summary

**OVERVIEW:** On Wednesday, January 25, 2017, NCRMHB and a coalition of social media specialists with interests in healthcare conducted a tweetchat on diabetes. Participants included Aldon Hynes from Community Health Center (CHC), Thomas Burr from NAMI-CT, SIM CAB members and the SIM CAB Consumer Engagement Coordinator, North Central Regional Mental Health Board (NCRMHB). Participants created an Eventbrite with directions to join the tweetchat. Each participant posted the event on their respective Facebook and Twitter newsfeeds. The tweetchat was also promoted by various newsletters with a total reach of over 75,000 people. In addition, other relevant community partners like Data Haven, Health Equity Solutions, Advocacy Unlimited and the DPH Office of Multicultural Health and Diabetes Program were asked to help promote the event as were past tweetchat participants and the #HCSMCT (Health Care Social Media CT) group.

**TWEETCHAT:** NCRMHB hosted the tweetchat session at their offices in Hartford. Participants included NCRMHB staff Marcia DuFore and Quyen Truong, SIM CAB members Kevin Galvin, Nanfi Lubogo, and Arlene Murphy, NAMI staff Thomas Burr, and CHC staff Aldon Hynes and Meaghan Lyver. The lead moderator was NCRMHB.

**OUTCOME:** The total number of tweet impressions (number of views of *#cthealthchat* tweets) was over 10,500. The tweetchat attracted around 20 active participant (“tweeters”). Moving forward, NCRMHB will continue to organize monthly tweetchats as a way to connect people with SIM CAB.