



ASSOCIATION FOR VASCULAR ACCESS

Protect the Patient · Educate the Clinician · Save the Line

HOW TO CREATE A NETWORK TWITTER ACCOUNT

Network Twitter accounts are intended to be used to promote Network news and events, AVA news and events and other educational opportunities as they relate.

All Twitter accounts created on behalf of or in the name of an AVA Network agree to follow these guidelines.

AVA reserves the right to censor content as it deems appropriate.

ASSOCIATION FOR VASCULAR ACCESS

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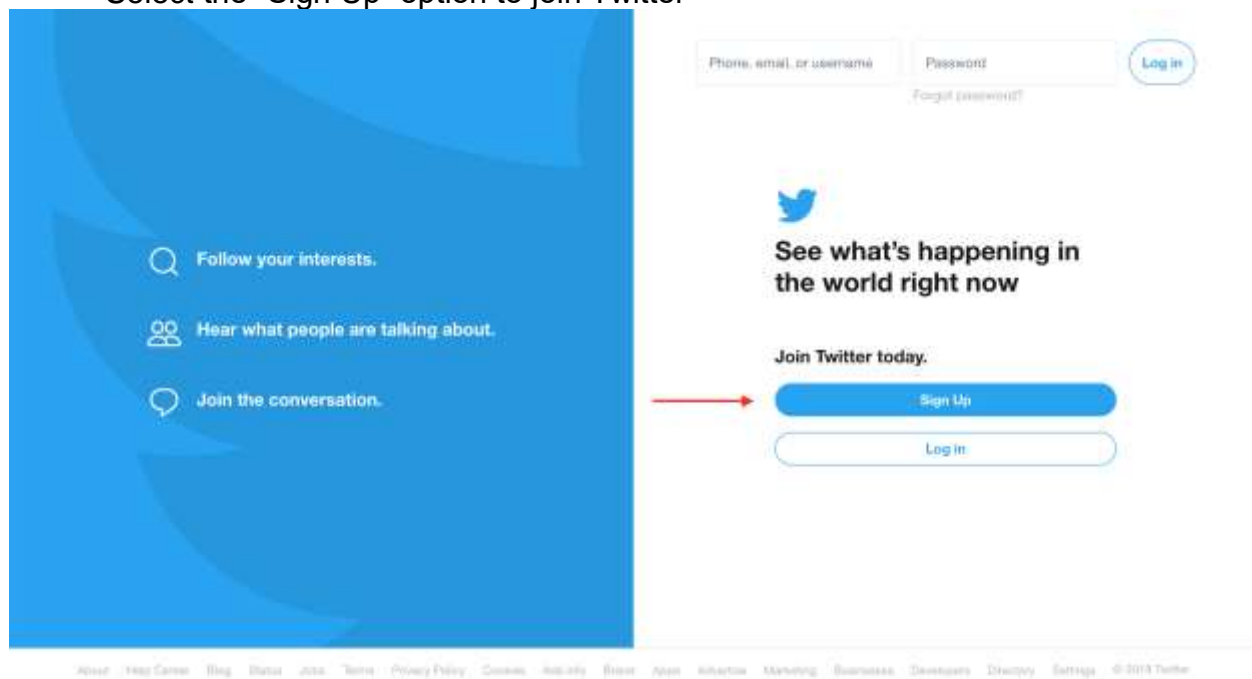
For questions concerning social media, please email us at ava@avainfo.org

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TO CREATE A NETWORK TWITTER ACCOUNT, START AT [TWITTER.COM](https://twitter.com)

- You do not need to have a personal Twitter account to create one for your network; the network account is created as its own entity and has its own login
- Select the “Sign Up” option to join Twitter



- Select a name for your account, for example OKVAN or Oklahoma Vascular Access Network
- Input your phone number or email address to be associated with the Twitter account – AVA suggests using your network’s email address
- Click “Next”
- Double the name and email address/phone number and click “Sign Up”
- Create a password; save the password on your network sheet and share with Cindy Anderton, AVA Director of Affiliates (canderton@avainfo.org).

VERIFY YOUR ACCOUNT VIA EMAIL OR TEXT

- Twitter will ask you to verify the email address you inputted – click OK once you have done so
- Enter the verification code sent to you via email or text message and click Next. Note: Be sure to check your spam folder if you do not see it in your inbox
- Select interests for your network account to follow, or select “Skip This Step” in the top right of the window
- If you select interests, Twitter will populate a list of suggested accounts for you to follow
- Choose to follow these accounts, or click “Next”
- Select “Allow Notifications” or “Skip for now”

UPLOAD NETWORK LOGO AND ADD COVER

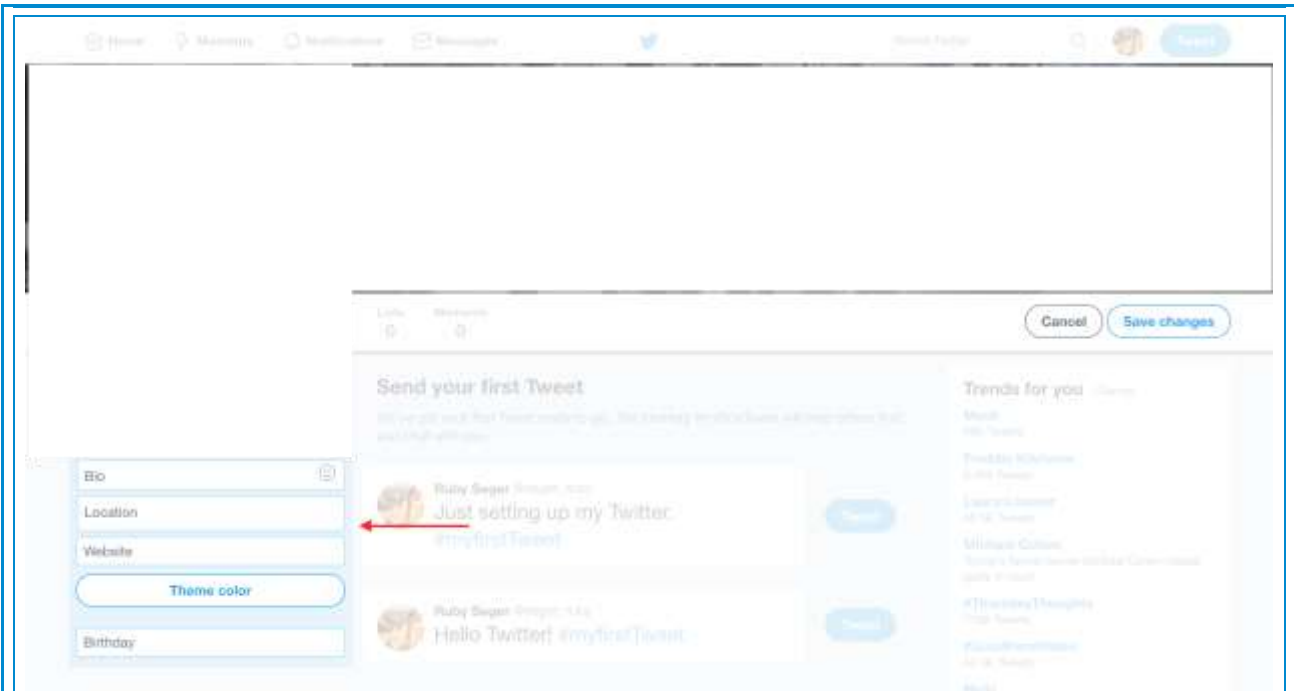
- To add a Profile Picture, click the button that has a camera with a plus sign located inside of it next to your name, OR click “Add a photo” on the left side of your timeline



- Follow the on-screen instructions to upload your logo to Twitter – it will help you frame your logo properly
- To add a Cover Photo, first click the small circular photo in the top right-hand corner NEXT TO the word “Tweet”; from the dropdown menu, select “Profile”
- Click the “Edit Profile” button after coming to your profile, then select “Add a header photo”
- Follow the on-screen instructions to upload a cover photo to Twitter (e.g. a picture from a network meeting or another vascular access-related image)
- You can always come back and adjust these photos later; simply click the camera icon on the photo and select where you want to upload a new one from

ADD A BIO, WEBSITE AND LOCATION

- On the left side of the page after you upload your cover photo and under your profile photo, you will see three boxes: Bio, Location and Website



- Enter a short bio about your network, such as “The Oklahoma network of the Association for Vascular Access”
- Enter your location and network page from the AVA website and choose a theme color if you wish. You may also enter a birthday for your network
- You can edit your Page’s information (location, website, email address, etc.) at any time by clicking the three dots located directly under the Cover Photo

FURTHER MANAGE ACCOUNT UNDER SETTINGS

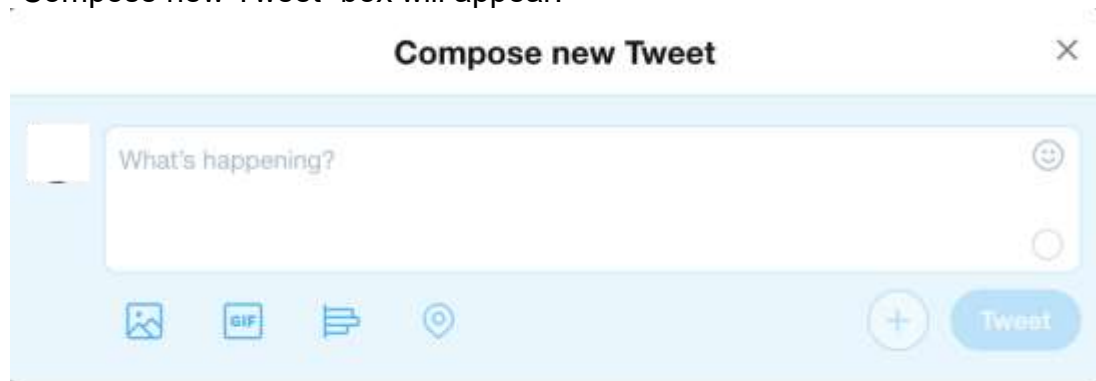
- Click on the profile photo in the top right-hand corner. From the dropdown menu, select **Settings and Privacy** to find much more in-depth details for your account
- **This is where you change all settings for your account.** Change the email address associated with the account, adjust the account’s username (Twitter automatically creates one for you), set up a two-step login verification and more.



- **Adding Account Admins:** The only way another person can operate your network Twitter account, is if they have the username, email and password associated with the account, which they then will use to log into Twitter under the account on their own computer or smartphone.

SHARING AN UPDATE FROM THE NETWORK

- As your Network Twitter Account's Admin, it is your responsibility to share updates to those who "follow" your account
- To do so, click the "Tweet" button in the top right hand corner of your screen. A "Compose new Tweet" box will appear:



- Type the update you want to share with your followers, share a link, photo or GIF by clicking the buttons in the bottom left, then click "Tweet"
- You can also send a Tweet by visiting the status bar on the top of your account after clicking "Home" in the top right hand corner; it will say "What's happening?" as it waits for you to provide an update

FIND ACCOUNTS TO FOLLOW

- In the top hand corner of your profile, you will see a "Search Twitter" box
- Click that box to insert your cursor and start typing the name of a person, company or other network you want to follow
- Twitter will populate results in real time for you to select
- Once you select a profile, you will go to its page
- Click the "Follow" button to start following that profile