



THE AIDS INSTITUTE

New Media & TechLink

A News Service of The AIDS Institute

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Introduction Volume 3

HealthIT.gov
Advancing America's Health Care

"I am the future
of health care."

Dear Subscriber,

Welcome to the third edition of The AIDS Institute's **New Media & TechLink** - an E-newsletter developed out of our new media and technology strategy for "Reaching Aging Adults living with or at risk of HIV". We encourage you to read further and learn more about how The AIDS Institute is aligning with the Digital Government Strategy to ensure that the use of technology makes a real difference in people's lives.

In this issue, you will learn more about online collaboration tools and Twitter as presented during the New Media & Technology E-Learning Session #3. In addition, you will find additional new media and technology resources to increase your knowledge and skills as well as enhance your use of these tools and technologies.



Online Collaboration Tools

Online Collaboration Tools

Online collaboration tools allow for people to work together via the internet.

Types of Online Collaboration Tools

Wikis are one type of online collaboration tool that are web pages with an edit button. A most commonly known wiki is



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[Wikipedia](#), the collaborative, online encyclopedia.

Wiki technology creates a webpage that anyone with permission to access can modify quickly and easily. Wikis are a tool to help manage multiple contributors to documents or projects. Wikis can be public or password-protected. Users can add to and edit pages or documents on a wiki as well as view changes made by different users or go back to previous versions.

Cloud storage is a system that backs up data on a server and is accessible to a single or multiple user via an internet connection. Email is an example of cloud storage. Cloud files can be public or private, as well as provide certain amounts of storage for free or purchase. Services like [Google Drive](#) allow for real-time file access and editing by multiple users; whereas, [Box](#), [SugarSync](#), [Microsoft SkyDrive](#) and others allow shared access to documents.

More recently, launched file storage services are aimed at allowing users to share and synchronize all types of files across all the devices they use. The major players in this arena are [Dropbox](#), [SkyDrive](#), and [iCloud](#).

Benefits of using online collaboration tools to reach aging adults living with or at risk of HIV

Using online collaboration tools can effectively improve communication on a variety of [health care] issues or working with individuals, or organizations to create HIV/AIDS resources, prepare documents, share information, maintain HIV resources and database list serves and/or coordinate reports or grant writing among users.



Twitter

Twitter

Twitter allows people to connect, ask questions, and share small amounts of information at a time known as "tweets".

Why Twitter?

According to a social networking site user survey conducted by Pew Research, they found that 18% of online adults are now Twitter users. This is roughly double the 8% of online adults who used Twitter in November 2010 when it was the first time Pew asked about Twitter as a stand-alone platform.

Benefits of Twitter for aging adults living with HIV or at risk of HIV infection

One of the greatest benefits of tweeting is that people do not have to process and retain an enormous amount of information at one time. Twitter users can choose to follow certain topics of interest and they can receive the tweets automatically on their mobile device or when they sign-in to [Twitter](#).

According to [AIDS.gov](#), there are approximately 20.6 million people who access Twitter at least once per month; and 177

million tweets are sent every day. Older adults can benefit the most by creating a Twitter account and choosing to automatically receive updates and information on their mobile devices. This would ensure that older adults stay engaged with HIV/AIDS education, awareness, research, and organizational events. For older adults who are new to social media such as Twitter, tutorials are offered and can be used to orient those interested in this form of social media.

To hold the interests of older adults, it is very important for the tweets to be engaging, informative, and interactive; this should be easily accomplished with the allowable maximum of 140 characters.

One of the features of Twitter is the use of hash tags (#) followed by a unique title. The AIDS Institute raises HIV/AIDS awareness through the National HIV/AIDS and Aging Awareness Day (NHAAAD) which is recognized on September 18th. Twitter followers who are interested in HIV/AIDS information can follow @AIDSandAging or use the hash tag #NHAAAD or #AIDSandAging to share information about events surrounding the day. NHAAAD messages specifically target older adults living with or at risk of HIV/AIDS.

Using Twitter

Twitter can be used to communicate the latest information, raise awareness of HIV/AIDS, promote testing, services, or events, and allow discussion among users. Organizations can tweet about conferences and local, regional or national activities or events.

Twitter Tips

- 1) "Less is more" (140 characters or less)
- 2) Structure messages with important information first.
- 3) Keep readers/followers engaged by responding to comments and questions.
- 4) Be specific by avoiding generalizations and vagueness.
- 5) Use personal language and be clear and concise.

Twitter terms users should become familiar with

Tweet (noun): A message posted via Twitter containing 140 characters or less.

Tweet (verb): The act of posting a message, or "tweet," on Twitter.

Retweet: Sharing a tweet written by another user to spread news or share information.

Handle: A Twitter username.

(Hashtag): This sign is used to mark keywords or topics in a tweet and categorize messages.

@ (At): This sign is used to call out or link to specific users on Twitter. The @ sign proceeds the Twitter handle.

Mentions: Tweets in which your username was included with the @ sign.

Followers: Another Twitter user who has followed your tweets.

Lists: Curated groups of other Twitter users. Used to tie other users

into a group on your Twitter account.

Direct Message (DM): Tweets that are private messages between the sender and recipient. You can only DM someone that is following you.

Common Twitter Tools

- 1) [Bit.ly](#) is used to shorten, share, and track links
- 2) With [Buffer](#), tweets can be added to the your buffer and they are spread out during the day
- 3) With [CoTweet](#), it allows you to track and analyze conversations
- 4) [HootSuite](#) is used to spread messages, compose messages on the go, review the success of tweets, and manage multiple collaborations and share data
- 5) [Paper.li](#) allows you to collect and organize messages
- 6) [SocialOomph](#) is used to schedule tweets to be posted
- 7) [Triberr](#) allows you to automatically re-tweet posts from other Twitter users
- 8) [TweetDeck](#) is another tool that can organize Twitter messages
- 9) [Twitterfeed](#) allows you to add RSS feeds to be automatically shared

What is a Twitter chat?

A Twitter chat is a conversation on Twitter that uses a designated hashtag (#) as a way to sort and organize tweets. Others can follow the discussion on Twitter by using the same Hashtag.

E-Learning Trainings

The following is the schedule of E-learning (EL) trainings. Please click on the link below to register for session #4.

[September 26, 2013 @ 1PM \(ET\)](#)

Poll Survey

The AIDS Institute is conducting a poll survey that will help to identify topics and content for future E-learning sessions and the New Media & Techlink E-Newsletter. We value your feedback and encourage you to complete the survey.

Please click on the link below to participate in this important survey.

[The AIDS Institute's New Media & Technology Survey](#)

Resources

[AIDS.gov-New Media](#)

[6-easy-to-use-online-collaboration-tools](#)

[Kissmetrics-Twitter Tools](#)

[Pew Internet & American Life Project](#)

[Pew Research Center](#)

[We are Media Project](#)

Featured New Media & Technology User

Division of National Library of Medicine/National Institutes of Health

Twitter: @NLM_HIVplus50

Click here for additional materials and resources for adults over 50 with HIV or at risk of HIV:

[National Library of Medicine HIV/AIDS Portal](#)

Want to share your New Media & Technology experience?

Reaching Aging Adults Living with or at Risk of HIV-A New Media and Technology Strategy

The AIDS Institute (TAI) uses the New Media & TechLink E-news as a platform to provide new media training opportunities, education, resources, information, and technology capacity building support targeting adults over 50 living with HIV or at risk of HIV infection. TAI seeks to accomplish an increased online and mobile technology usage and enhanced collaboration among targeted older adult users.

If you are interested in demonstrating how the use of new media and technology is making a real difference in your life, TAI would like to share your story in one of our E-learning sessions or in an upcoming E-newsletter. For more information on how to share your experience, please contact Michelle Scavnicky at MScavnicky@TheAIDSInstitute.org.

Newsletter Feedback

Please let us know what you think of our New Media & Techlink E-newsletter. Please send your feedback to: Media@TheAIDSInstitute.org.



Sincerely,

A handwritten signature in blue ink that reads "Michael Ruppel". The signature is written in a cursive, flowing style.

Michael Ruppel, Executive Director
The AIDS Institute