



Quick Guide to Academy of Pediatric Physical Therapy (APPT) Social Media

The APPT has been utilizing social media since 2012 to interact with Section members and other individuals who are interested in pediatric physical therapy. Our social media presence includes Facebook, Twitter, LinkedIn, and Pinterest. To find out more information on how to access and interact with the APPT, please view our “Social Media Tour” at http://youtu.be/uQYvh5Xlw_w or scan the QR code above to watch the video on your mobile device.

Twitter: Twitter is a micro-blog that allows individuals to post updates known as “tweets” containing text, links, pictures, or video. Tweets are limited to 140 characters, allowing for concise sharing of information and ideas.



Use Twitter to interact with the APPT:

- a) You can find our @AcadPedPT Twitter profile at <https://twitter.com/acadpedpt> Click the “follow” button to add our updates to your Twitter feed. Tweet at us or “tag” us by including @AcadPedPT in your tweet. On Twitter, using the @ symbol identifies a specific person/account.
- b) Using a #hashtag in your post creates a searchable, clickable term that allows you to engage with others tweeting about a specific topic or event, and participate in tweet chats:
 - i. Use #PediPT to find pediatric PT discussions and content
 - ii. Search for conference hashtags such as #CSM2017 to follow and interact with conference participants
 - iii. Consider creating a hashtag that represents your local constituents.
 - iv. Learn more about Tweet Chats at <http://www.apta.org/Twitter/Tweetchats/>

Facebook: Facebook is a social network that allows for interaction with as many individuals as you decide. The user chooses who can view your posts by accessing the privacy settings within the accounts settings. When you log into Facebook, you view a timeline that includes your friend’s posts, as well as pages that you have “Liked”. Our Facebook page may be found at <https://www.facebook.com/AcadPedPT/>. Click “Like” on our page to add updates to your feed.



- a) “Like” our posts to let us know that you enjoyed the information posted.
- b) Comment on a post to engage in discussion or add to the information provided in a post. Use the “Share” button to share our posts on your Timeline.
- c) If you’d like to use FB as a discussion platform, you can create a Group to connect and share information and documents with a specific group of individuals. We have created a quick tutorial vide on on how to create a FB group: https://youtu.be/jbGCKlr_AOg. Or you can visit www.facebook.com/help. In the sidebar, click “Popular Features”, and then click “Groups” to find out more information on how to create a group for your local constituents.



LinkedIn: LinkedIn is a professional social networking site. You can choose to include “resume” information, publications, and professional activities in your profile. LinkedIn has features similar to Facebook and also allows individuals to create a group for discussion in which you are able to interact with people without establishing a “friend” connection as is seen in Facebook. More information can be found about LinkedIn at <http://help.linkedin.com/app/home> . To find the APPT LinkedIn page, enter “Academy of Pediatric Physical Therapy” in the LinkedIn search field.



Pinterest: Pinterest is a content sharing website that allows you to accumulate and share graphic/photo/image content found on the Internet. You can find the APPT Pinterest page by going to <http://www.pinterest.com/AcadPedPT>.