

CROAKEY HEALTH MEDIA

February/March 2021

Background

This tip sheet is for people participating in Soundfair's launch of its [#HearMe21 report](#) on 5 March, whether you are joining as a presenter or registrant, or participating via Twitter or other social media channels.

Journalist Cate Carrigan is covering the event for the [Croakey Conference News Service](#), and we encourage participants to contribute to the sharing of knowledge and conversations via Twitter and other social media channels, using the hashtag, #HearMe21.

If you are speaking about something that you wish to keep private and do not want tweeted or reported by Croakey, please preface your remarks with this request.

General Twitter tips

Participants are encouraged to share news from the discussions via Twitter, Facebook, Instagram and other social media channels using the hashtag: [#HearMe21](#)

This helps ensure people who cannot attend on the day can still access the news and information shared. It will also help inform reporting on the event at Croakey.org

Please begin with an Acknowledgement of Country, and tweet with an introduction about you/your organisation and why you are participating or joining the discussions virtually.

Attaching photographs to the tweets is recommended where possible. Please note if any participants have asked not to be photographed.

You may also wish to add other hashtags to your tweets, if you wish to bring them into other Twitter streams; for example, you could add #HearingEquality; #publichealth; #SDOH; #healthequity; or #AusPol (for national politics).

Consider tagging individuals and organisations in your tweets, to bring the tweets to their attention.

We suggest preparing some tweets in advance so you can cut and paste them into tweets, or schedule the tweets to coincide with your presentation.

You might like to tweet key points and to consider if you have any messages you would like to convey, and calls to action – what would you like to see happen, and who are your messages aimed at?

Feel free to use photos, images and gifs and link to useful resources. They can really make a difference. It can help to speak personally, why does this issue matter to you?

Please encourage your networks and organisations to follow the hashtag, and to retweet as much as possible. We hope you will also help share the articles at Croakey.org.

Key Twitter accounts (to follow, or may be worth engaging them in discussions, depending on the topic)

Soundfair	@soundfairaus
Croakey News:	@CroakeyNews
Dr Melissa Sweet:	@MelissaSweetDr
@WePublicHealth:	@WePublicHealth

Don't feed the trolls

If there are trolls or offensive remarks being made at the hashtags, please do not engage with them or RT. If appropriate, report them to Twitter. Please maintain a respectful tone and engagement.

Stay in touch

Follow the Twitter list of [#HearMe21 participants](#).

Services

Hearing Advice [1300 242 842](tel:1300242842)

For hearing, social and emotional support, and general enquiries,
Monday to Friday, 9am – 5pm

Croakey

“Conference News Service”

**Soundfair
#HearMe21 Report**